

LIFE



BRITISH SAILOR & FIRST SODA

JUNE 16, 1941 **10** CENTS
YEARLY SUBSCRIPTION \$4.50



Parker's smart Arrow clip

is often Cupid's Arrow

whether sent BY a man or TO a man!



Guaranteed for Life
by PARKER'S
BLUE DIAMOND

Full
TELEVISION
ink supply



Pens, \$5 to \$13.75;
Pencils, \$3.75 to \$8
Sets, in Jewel Box,
\$8.75 to \$19.75



Only a Packet-Level Pen Meets Army Rules

which require that Packet Flaps be kept buttoned. That's one reason Parker has long been the military favorite. Its packet-level Clip holds this Pen low and out of sight. Give your hero a Parker and he won't forget to write.



"One-Hand" Sacless Filler
—easiest, most convenient of all

PARKER'S BLUE ♦ DIAMOND IS A GUARANTEED LIFE CONTRACT

This June air is filled with Gift-time Jubilation, Romance, Adventure and tender parting.

For now come *Commencement, Weddings, Father's Day*, and *fond Farewells*, as Boys and Men hike off to camp or join the Army and Navy, and Debutantes don trousseaux, while sweet Girl Graduates travel vacationward or start their cherished careers.

Hence, now more than ever will letters be exchanged! So now more than ever—*don't forget their Parkers, and they won't forget you.* Besides this, giving the Jewels of Pandom is just about the nicest thing you can do.

Better give your own hand a trial of writing with this *lubricated Point* at any nearby pen counter today. A Point of non-brittle 14 K Gold, tipped with oil-smooth Osmiridium that won't wear scratchy in a lifetime!

Hold its *Television barrel* to the light and SEE the level of ink—thus see why it *never runs dry unexpectedly.*

Yes, go today and try the Parker Vacu-

matic, and you'll see why this Streamlined Beauty *inspires* the mind and flatters the hand—why it creates favor both for you and your work! Its wholly smart and exclusive style of shimmering Pearl and Jet *rings* is known and admired wherever it is seen.

Nation-wide votes, again and again, prove Parker the national preference. So give and carry the Pen that rates No. 1, yet costs no more than even the poorest, due to Parker's Life Guarantee Contract.

The Parker Pen Co., New York, Chicago, San Francisco, Factories at Janesville, Wisconsin and Toronto, Canada

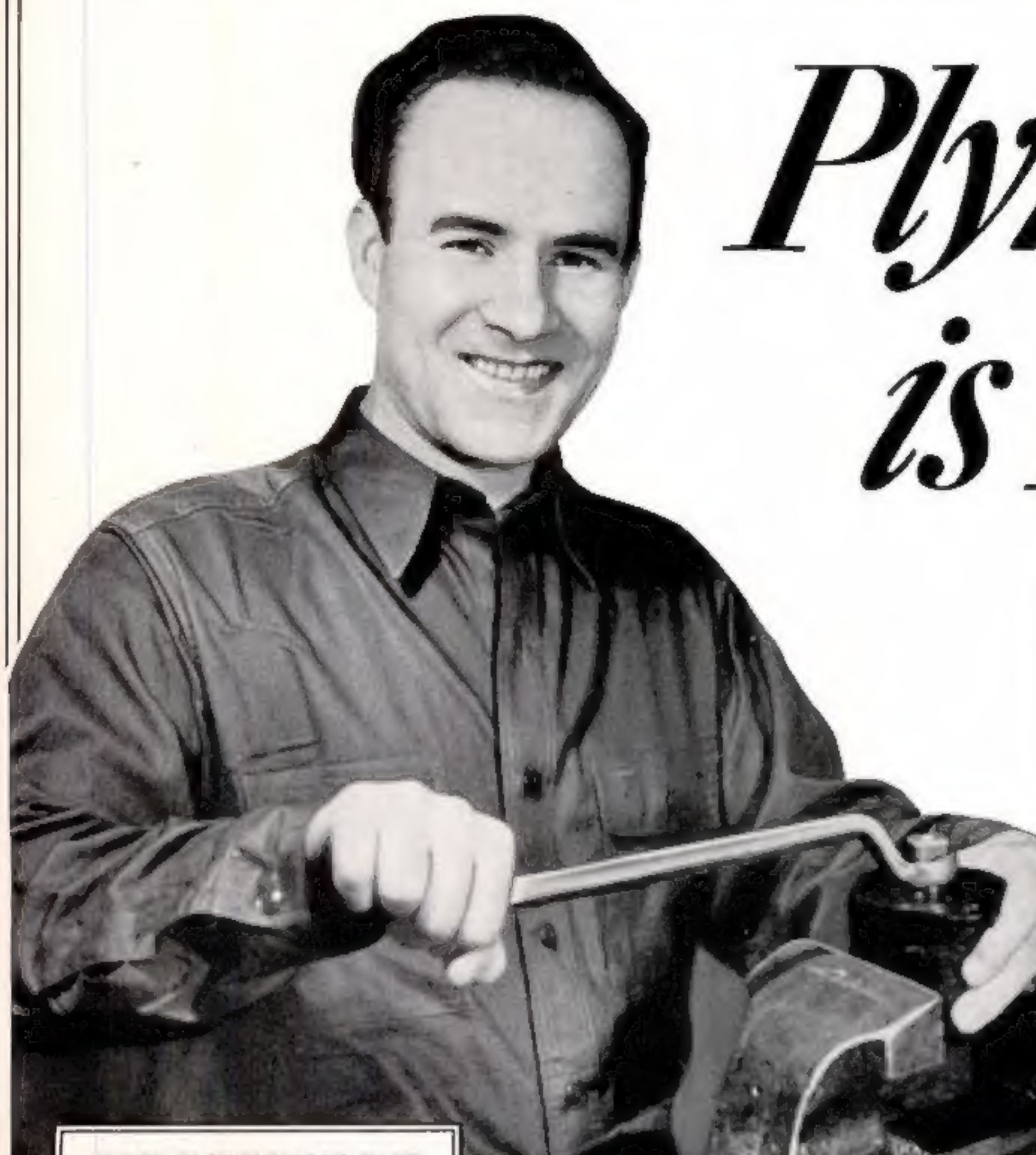
Parker ♦

VACUMATIC REG. T.M.

Parker's Blue Diamond on the Pen is our Life Contract with the owner, Guaranteeing to make good any mishap (except loss or intentional damage) subject only to a charge of \$5 for postage, insurance, and handling, provided complete pen is returned for service.

"Folks, I've worked on 'em all—it's a Fact

Plymouth is Finest!"



Independent Garage Men
of Nation Vote:

**PLYMOUTH IS BEST-
ENGINEERED OF
"ALL THREE"**

In Nation-wide Poll, Plymouth Wins
More Votes than Either
of the "Other 2" Low-Priced Cars!

HOW INDEPENDENT GARAGE MEN VOTED

PLYMOUTH—44.5%

CAR "2"—40.3%

CAR "3"—15.2%

OF "ALL 3" LOW-PRICED CARS, Plymouth is best-engineered—and it's the independent garage mechanics of America who say so!

Only *Plymouth* of "All 3" gives you a majority of the 22 big features found in high-priced cars. Plymouth has 21...car "2" has 9...car "3" has 7.

You enjoy extra room and riding smoothness with Plymouth's big 117-inch wheelbase—longest of "All 3"! And only Plymouth of "All 3" gives you

the protection of new Safety Rim Wheels.

And because Plymouth is engineered with greater power per pound of weight than either of the "other 2," you enjoy faster getaway...less gear-shifting! *Ride* Plymouth and you'll buy it! *Prices subject to change without notice.* PLYMOUTH DIVISION OF CHRYSLER CORPORATION.

TUNE IN MAJOR BOWES, C.B.S., THURS., 9 TO 10 P.M., E.D.S.T.
SEE THE LOW-PRICED PLYMOUTH COMMERCIAL CARS!

ENJOY THIS FINER QUALITY IN CHRYSLER CORPORATION'S NO.1 CAR!

- Longest Wheelbase of "All 3"
- Widest Rear Seat of "All 3"
- Greatest Power Per Pound of "All 3"
- Biggest Safety Advance of "All 3"
- Widest Color Choice of "All 3"
- Most High-Priced Car Features of "All 3"
- Lowest Prices of "All 3" on Many Models



"PROTECTING THE AMERICAN HOME"



When an entire community turned out for an old-fashioned Vermont "barn raising," many hands made light of the work — still further lightened by the good food and good companionship that put the party spirit into a hard job. With the timber prepared through the winter months, raising the framework in the early spring was a memorable occasion in which everybody joined.

"Now — All Together!"

Pulling together, "all for one and one for all," is the whole basis of mutual life insurance. Everything is owned by the policyholders. Dividends, earnings, assets, are all theirs — nobody else participates in a penny of it.

It is this community of interest, this group-ownership, which makes possible the huge distribution of payments to living policyholders and beneficiaries every year.

FOUR WAYS TO JOIN

Money for Retirement Income. Money to retire on at age 60 or 65 — if that's your problem — can be arranged for you by National Life Insurance. To find out how it is done costs nothing. Check the coupon below.

Money for Children's Education. Money to make sure of a college education for your children may be assured perhaps if your present income continues but suppose that something happens to it, or to you? What then? National Life can show you

how to make it certain — no matter what happens. Interested? Check it on the coupon down below.

Money Every Month for Your Wife and Children. Everybody knows that regular, dependable, livable income for the family is a man's first job — and National Life's first job too. Can't do it within your present means? We're not so sure of that — so if you are interested, check the coupon below.

Money for a Quick Cash Fund. Taxes today alone are enough to lead many men to arrange a single special insurance policy to take care of them — plus current debts, expenses, mortgage money, and all the rest of the quick liabilities that call for quick cash before an estate, however adequate, can even turn around. Policies like this pay big returns, not only in money, but in peace of mind, at the most trying of all times. To find out how small the premium can be — check the coupon below.

NATIONAL LIFE INSURANCE COMPANY HOME OFFICE— MONTPELIER, VERMONT

A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"

CLIP AND MAIL THIS COUPON

NATIONAL LIFE Insurance Co., DEPT. 115, MONTPELIER, VERMONT

Send me without obligation, information on the subjects which I have checked:

Money for Retirement Income ☐ Money for Children's Education ☐
Money Every Month for Your Wife and Children ☐ Money for Quick Cash Fund ☐

Name _____ Date of Birth _____

Business or Home Address _____

LETTERS TO THE EDITORS

Panzer Lizzie

Sirs:

That truck shown in a unit of a German motorized regiment (LIFE, May 26), is a dead ringer for Henry Ford's '41 model. I hate to leap before I look,



FORD IN GREECE

but I should think that a man of Ford's standing can get along without Hitler's business. Please let me know if I'm right or wrong.

PETER BORECKI

Minneapolis, Minn.

● Unquestionably the truck is a Ford, which the Ford Company assumes was captured in the Greek campaign, for the Greeks had bought American-built Ford trucks. The same type is also produced in Canadian and British Ford plants and used in General Wavell's army, but it is not the type of truck produced in Ford's German factory. This branch, which was established in 1931 before the Nazis came to power, does not use U. S. Ford designs. It is now staffed entirely by Germans and is outside the control of the parent company.—ED.

India's War Effort

Sirs:

You have taken a quite unnecessary belting for your essay on India (LIFE, May 12) at the hands of Director Angus Fletcher of the British Library of Information in your June 2 letters column. To call your balanced and fair picture of Britain's plight in India "malicious," after the aid and comfort you have given our hard-pressed sister democracy, smacks all understanding.

Fletcher attempted to refute your statement that India was "slow in responding to a British Army call for 500,000 men," by saying that the total had been reached before March 1. But what has been said in Parliament? Last November, Leopold Amery, Secretary of State for India, said, "As a first step [toward expanding the army to 500,000 men] over 100,000 recruits have been taken on, of whom a large portion are now fully trained." But in April this year, Earl Winterton complained that "It has been said that the number sent overseas is 160,000." In reply Amery could only say that an army of 500,000 "is being rapidly built up."

The point is that instead of getting the 1,500,000 men she got in the last war, Britain has not yet gotten even 500,000. The same is true all along the line: India is producing tanks, but no engines, only a few small ships. Her only plane factory is still under construction.

America wants to help Britain win the war, but to do it, both of us must face the facts. To take the offensive against the Germans, we must first take the home offensive against our own shortcomings.

ARTHUR HODGSON REYNOLDS
New York, N. Y.

Army Nurse

Sirs:

I quote from your article on Lieut. Catherine M. Hines, Army nurse (LIFE, May 26):

"Because she is an officer, she must associate only with officers. Her friends at the post must all be officers or off-

(continued on p. 4)

WAY OUT IN YOAKUM, TEXAS Western Craftsmen Tool the New Style in Belts



TEXAS RANGER BELTS

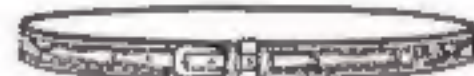
Reg. U. S. Pat. Off.

Years ago when quick-trigger Texas Rangers maintained law and order at the pistol point, these colorful gentlemen chose a belt of their own design. First, they wanted sturdiness to hold their holstered six-guns as they cooled between draws. Next, they wanted solid comfort. And they had an eye for dashing smartness, too.

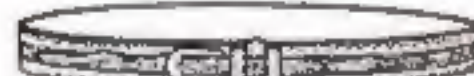
Today, from the land of the Hell-for-Leather Rangers comes a toned-up version of these American belts that is sweeping the nation. Texas Ranger Belts are made of top-grain saddle leather—definitely tooled and shaded in authentic western design by true sons of the Old West. Each design is a swash-buckling story in leather.

Outer biller straps hold buckle away from body making the inside smooth like the tongue of a shoe. Here's swaggy style that gives individuality to sports and office attire.

★ The "Sam Houston"—Named for the hero of San Jacinto. Handsomely hand-tooled and shaded. Pliant Russia calfskin, 1 1/4". Finest Texas Ranger Belt made. Colors: Saddle Tan, Duotone Brown, Black. With regular nickel buckle, \$5.00. With hand-engraved sterling silver buckle set, as illustrated, \$10.00.



The "Ben Milam"—Leader of the assault on San Antonio. Hand-tooled. Top-grain steerhide, 1" wide. Colors: Saddle Tan, Duotone Brown, Black. \$2.00.



The "Jack Hays"—Commander of a fighting Ranger Regiment in Mexican War. Top-grain saddle leather. Tooled concho design. Two-tone buckle, 1 1/4". Color: Mohawk Tan Antique only. \$1.00.

THE "RODEO PARADE"—A famous Hereford Saddle. Rugged construction for long wear and riding comfort. Hand tooling that speaks the "lingo" of the old West, \$106.00. Other models from \$50.00 to \$1,000. Write for catalogue and information.



If Dealer Doesn't Have, Mail Coupon Now

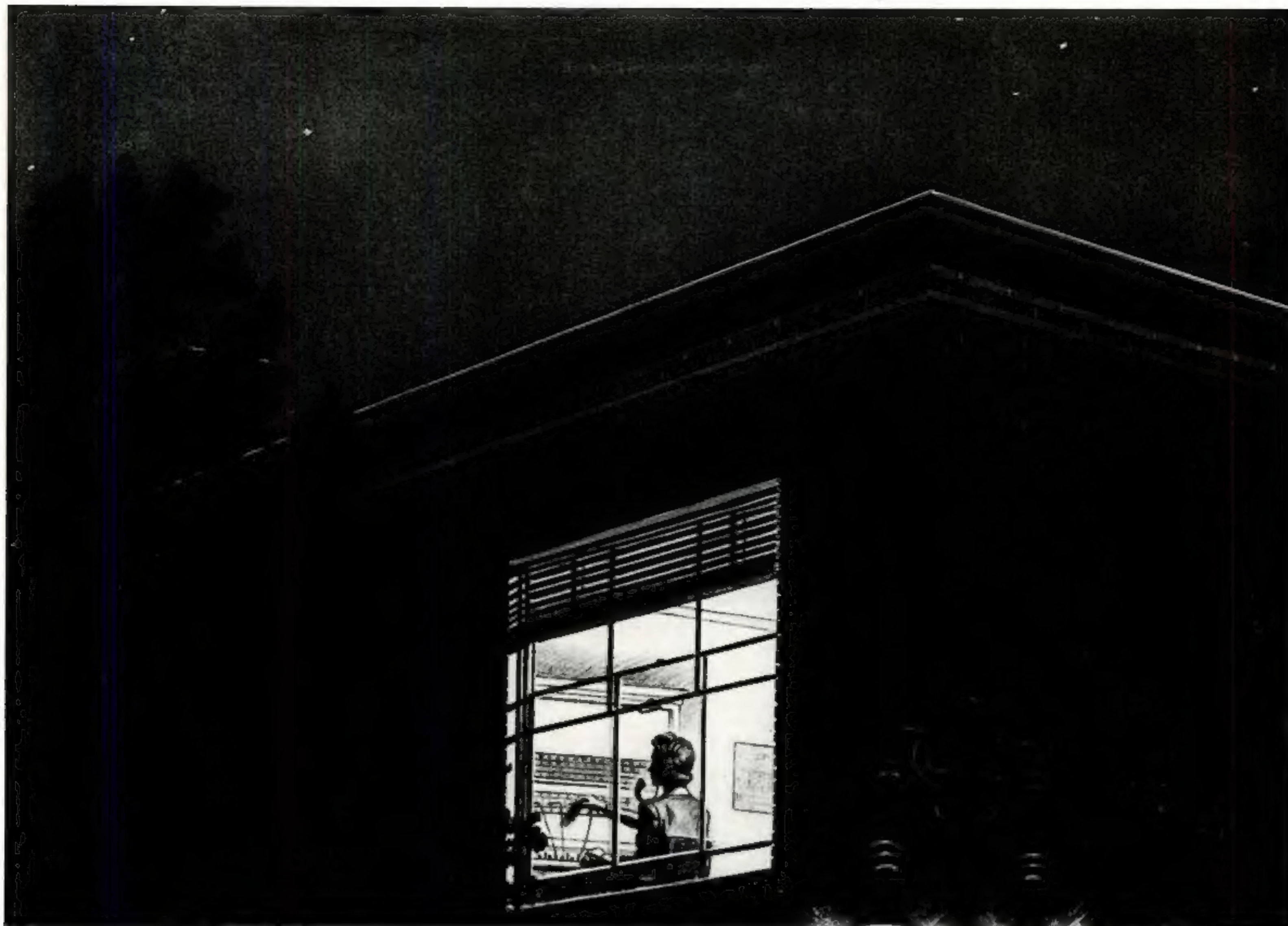
TEXAS TANNING & MFG. CO., Dept. L2, Yoakum, Texas.

Please send me _____ Texas Ranger Belts. If not 100% satisfactory, I reserve right to return within 7 days for full refund. Waist measure _____ inches.
☐ Send C.O.D., ☐ Remittance enclosed. ☐ Jack Hays, ☐ Sam Houston with Silver Buckle Set, ☐ Ben Milam, ☐ Sam Houston with Nickel Buckle . . . ☐ Black, ☐ Saddle Tan, ☐ Duotone Brown, ☐ Mohawk Tan Antique. Send free catalog of: ☐ Belts, ☐ Saddles.

My name _____

Address _____

City _____ State _____



"I judge the telephone company by the people who work for it"

A little while ago a Vermont newspaper editor, John Hooper, commented on the telephone company and its people. His words express so well the ideals toward which we are striving that we quote them here.

"I DON'T know how big the telephone company is, but it is big enough to exceed my mental grasp of business.

"But I don't find myself thinking of it as a business, even in my day-to-day contacts. Rather, my attention is on the voice that says, 'Number, please.' I find myself wondering if that voice is feeling as well as it always seems to, or if it feels just as hot and weary as I do, and would say so if it wasn't the kind of voice it is.

"The first time the business angle really struck home was when I read that my friend Carl had completed thirty years with the company.

"Now it happens that I know something of the details of those thirty years with the

company, and I believe they are a credit both to Carl and to the big business for which he works.

"In 1907 Carl was a high school boy confronted with the need for earning money in his spare time. He happened to get a job as Saturday night operator in the telephone exchange. He worked at this job for three years and then entered the university.

"While in college he did some substituting at the exchange in his home town in vacations. After graduation, he was hired full time by the telephone company, not in an 'executive' position which some folks think goes with a college diploma, but as a lineman.

"Within a year he was made wire chief of the district, a job which he held for the next ten years. He was then transferred to a larger city as manager of the office. Then he was promoted to sales manager of the division.

"A year later he was sent to another State, as district manager. In less than a year after this appointment, he was made manager for the entire State.

"Carl got where he is in a big business by intelligence and industry. And that is a story well known in the American pattern of life. But we shouldn't forget that a big business got Carl where he is because it also was intelligent and industrious.

"I don't know much about the telephone company as a business; I can only judge it by the people who work for it. Just where the dividing line is between a business and the people who work for it, I don't know. I don't think there is any line."

Bell Telephone System



• "THE TELEPHONE HOUR" is broadcast every Monday.
(N.B.C. Red Network, 8 P.M., Eastern Daylight Saving Time.)

This One



0A24-RRS-CA6J

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TREAT ME

ROUGH-



OLD ENGLISH SHEEP DOG • 5r Elman

But spare my stomach!

*Hard to digest foods, haphazard feeding
are most frequent causes of
common dog ailments* **VETERINARIANS SAY**

"SPECIALIZED" describes your dog's stomach in a word, whatever his breed! For all dogs are alike in this respect—they simply can't handle just any foods. Consistent good health depends on a balanced, easily digestible diet. It helps prevent excessive shedding, listlessness, nervousness—many other common ailments.

Scientific feeding studies have shown

NATURE HAS LIMITED THE DIGESTIVE CAPACITY OF ALL DOGS!

"Because the digestive systems of all dogs are comparatively specialized, care should be taken to feed an easily digested ration. 5 generations of Pard-fed Cocker Spaniels, at Swift's Kennels, have escaped every diet-caused ailment."

H. E. ROBINSON, Ph. D.
Swift & Company Nutritional Research Laboratories



again and again that Swift's Pard is a health-protecting, safe diet for dogs. At Swift's Kennels, Pard has kept 5 generations free from all diet-caused ailments. Their carefully charted histories reveal excellent general health, growth, and conformation to breed!

Now's the time to put your dog in tip-top condition, and keep him so. Feed Pard, recommended by veterinarians as a regular diet for all breeds!

"A fine working breed, the Old English Sheep Dog is exceptionally good natured. An intelligent watch dog, gentle with children."

Give PARD Your "See and Sniff" Inspection

Open a can of Pard. See how tempting and wholesome Pard looks and smells. If Pard does not come up to your expectations in every way—send the label from the can to Swift & Company, Chicago, Ill., with your comments. Swift will give you double the price you paid for it.



PARD

**SWIFT & COMPANY'S
NUTRITIONALLY
BALANCED DOG FOOD**

LETTERS TO THE EDITORS

(continued)

cers' wives. She eats at an officers' mess and if she speaks to an enlisted man at all, the conversation must be brief, businesslike."

Are we draftees and soldiers so uncouth as to contaminate the officers? Perhaps the morale of the Army would weaken?

Is this not the last stronghold of democracy? Instead of raising the social barriers, we should be lowering them.

JEAN UHES

Kalamazoo, Mich.

Sirs:

That so-called social rule where an Army nurse can't associate with enlisted men exists only on paper. It is impossible for an Army nurse to talk businesslike with the sick men.

I have been in an Army hospital for two years now. How many times have I taken one out to some so-called Rainbow Room and necking later? Plenty, brother.

FRANK AZEVEDO

San Francisco, Calif.

Sirs:

It is a pleasure to read a magazine that gives credit where credit is due. Such women as Lieut. Hines make much more interesting reading material than our current "debs."

JOHN WILLIAM NOLL

Pomona, Calif.

Uniforms

Sirs:

Your recent pictures of Army, Navy and Marine uniforms (LIFE, May 19) were most informative and interesting but I can't imagine an officer taking the



LEFT TO RIGHT: PRIVATE, LIEUTENANT, SERGEANT

field in what you call the field uniform, with gloves above all.

I am enclosing a picture taken here a few days ago showing a private (selectee), sergeant and lieutenant in uniform as worn in the field. Can you tell which is which?

JOHN CURTISS JR.

Fort Bragg, N. C.

Neosho, Missouri

Sirs:

Take it from a former "Neoshoite" picking up LIFE's issue of May 26 led to a most pleasant surprise. Thank you for a short but delightful return visit.

MRS. EDSON Y. WILDER

Lorraine, Kans.

Sirs:

Omitted from your excellent article on Neosho, Mo. was a picture of the famous old Big Spring Inn, across the street from the Big Spring and under which runs the turbulent creek formed by the Spring.

Years ago when I was a child my father dropped his watch in one of the plumbing fixtures at this inn. The unperturbed manager merely sent a colored boy out to look in the creek bed for it, where it was found undamaged except for a heavy moisture content.

At any rate Neosho is as you have pictured it—a lovely, unspoiled country town.

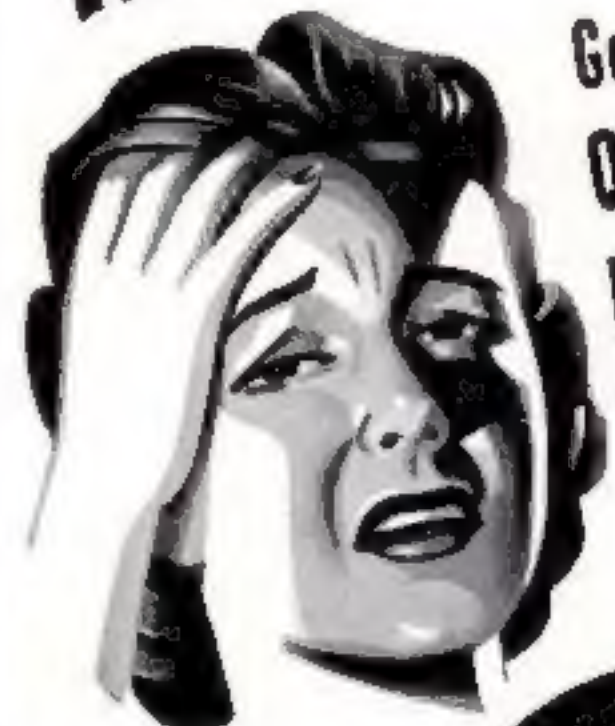
SALEM HYDE

Blacksburg, Va.

(continued on p. 6)

HEADACHE?

Get
QUICK
RELIEF
With



"BC"

• FREE OFFER •



For free sample write
B. C. REMEDY CO.,
Dept. L-24, 551 Fifth
Avenue, New York City.

10¢ & 25¢ PER PACKAGE
EVERYWHERE

• SEE PACKAGE FOR DIRECTIONS •



He
thought

She was the swell-est girl he knew... had everything. Well... nearly everything—that oily skin of her's... that grimy half-clean look. Not very attractive... if she'd only do something about it!



She
thought

He was awfully nice but always distant... cool. Never touched cheeks when dancing. It was her oily skin—she was sure... You can't hide oily skin behind make-up. What, oh, what should she do!

Dirt Thrives In Oily Skin

Give yourself a Pompeian Massage. Pompeian Milk Massage Cream is quite different from regular fatty-base cosmetic creams and works differently. Pompeian goes on clean-pink... comes off dirt-grey... a wonderful aid to those who realize a clean skin is the very foundation of a fine attractive complexion. Get a jar today at your drug, department or dime store.



SEND 10¢ FOR TRIAL JAR

The Pompeian Co., Baltimore, Md. Enclosed is 10 cents. Please send trial jar of Pompeian Milk Massage Cream and directions for use as a "facial."

Name & Address.....
City & State.....

LARRY, THE
LAUNDRY MAN,
SAYS—

“Over 100 Gallons of Water

—that’s about what you’d need
to match the Laundry’s washing job today”



“Up to 13 changes of water for each wash—and that’s
only one of the modern methods used by today’s laundry!”

“No wonder today’s laundries send back such snowy
white sheets—such bright colored cottons—such
beautifully finished shirts! For laundries today use
more skill—more painstaking care—than ever before.

What grand work the Laundry does now!

“For each bundle vast quantities of really soft water
are used. And although at home you may divide your
clothes into 2 or 3 groups when you wash them, mod-
ernized laundry practice calls for up to 15 classifica-
tions. And each group gets special care.

“Yes, you have a big surprise coming if you haven’t

used a laundry lately. Just in the last few years
America’s laundries have spent millions of dollars
on research and amazingly efficient modern laundry
equipment.

“Today, more than ever, it pays to let the laundry
do it. Especially since you’ll be surprised at the
reasonable prices you pay for such beautiful work.

Call your nearest Laundry!

“We’ll be glad to help you select the type of service
that fits your budget. Try today’s laundry once—and
you’ll cross washday off your weekly calendar forever!”



HARD WATER IS SCIENTIFICALLY SOFTENED
to get clothes really white and clean. Accurate temperature control at every step of washing and ironing, special washing methods and expert care help clothes to last and last.



AND WHAT A SWELL IRONING JOB today’s laundry does on shirts and dresses—all hard-to-iron pieces. Experts use special irons and many other forms of modern equipment that you couldn’t afford to use at home.



TRY A WORKLESS WASHDAY THIS WEEK!
Why ever be exhausted on washday again? With today’s laundry service you can enjoy new leisure—yet have a wash you can be proud of! And it costs so little—now!

Let the **Laundry** Do It!

**L-O-N-G LIFE FOR CLOTHES!
M-O-R-E LEISURE FOR YOU!**

LOOK!

for the
Dealer Who
Displays
this Sign



AUTHORIZED
Motorola
**AUTO RADIO
DEALER**

Get your Free Motorola
3-Dimension VITA-TONE
DEMONSTRATION Today

*Motorola Fits and Matches
Your Car Exactly*

Motorola Radio for Car and Home

GALVIN MFG. CORPORATION • 4545 AUGUSTA BLVD. • CHICAGO

LETTERS TO THE EDITORS

(continued)

Hurricane's Guns

Sirs:

In your drawing of a British Hurricane attacking a Heinkel bomber (LIFE, May 26) you state that the eight machine guns mounted on the wings of the British plane fire a total of 9,600 bullets a minute. Do you realize that by this statement you say that one gun can fire a total of 1,200 bullets a minute? No machine gun on earth can fire at this terrific rate.

ROEMER McPHEE
Princeton, N. J.

● Correct: Hurricane guns merely fire at the rate of 1,200 bullets a minute, in short one- or two-second bursts. They start into combat with about 15 seconds' total supply for each gun.—ED.

Spastics

Sirs:

I would like to compliment you on your pictorial presentation of Dr. Earl R. Carlson's school for victims of spastic paralysis (LIFE, May 26). Being the father of a 16-year-old boy handicapped with this malady, I have been trying to locate some institution of this nature.

If your article renders help to any of the 50,000 spastic cases in the U. S., such help no gold could equal in value.

CLEVIN E. VEILLON
Ville Platte, La.

"Mormacpenn"

Sirs:

LIFE, May 26, states that the ship *Mormacpenn* was being built by Ingalls Shipbuilding Corp. of Birmingham, Ala. I beg to differ with you, because I helped build that ship at the Sun Shipbuilding & Dry Dock Co., Chester, Pa.

HERLOPH I. SATHIER
Millmont Park, Pa.

● There have been two *Mormacpenns*: No. 1, a motorship, was finished by the Sun Shipbuilding Co. in January 1940. No. 2, the steamer in LIFE's picture, was built by Ingalls and delivered last month. Both are in the Navy now, but No. 1 has been renamed the *U. S. S. Griffin*.—ED.

Andrée vs. Darcy

Sirs:

Recently the London *Daily Mirror's* photographers tried to do LIFE and U. S. movie starlet Dorothy Andrée (LIFE, March 17) one better. The



STARLET ANDRÉE



STARLET DARCY

young lady is Jeanne Darcy, 17, English film and revue star. The amazing thing to us Americans over here is that they can get around to this sort of thing during the blitz.

M. E. CROCKETT
London, England

did he
mean
doggy
legs...



or doggie legs?

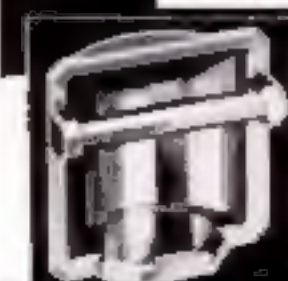
If his voice inflection was downward, then look to your legs, lady!

True, there may only be a hair separating his compliment or disapproval; but, if it's there you had better get NEET, today!

This cosmetic cream hair remover will in a few minutes literally wash away unsightly hair from legs, arm pits, and forearms. Leaves the skin smooth, white, and pleasantly scented. No sharp edges or razor stubble when NEET is used. Nor will NEET encourage hair growth. Buy a tube of NEET at your favorite department, drug, or ten cent store.

*Better Get
neet today*

Gerity Chrome
BATHROOM ACCESSORIES
THAT **DON'T BREAK**



Send for catalog
GERITY-ADRIAN MFG. CORP.
Adrian, Mich. 101 Park Ave., New York
ALSO Largest Independent Manufacturer of Chrome Automotive Hardware

WORLD'S LOVELIEST BLONDE (Madeleine Carroll)
LOVEBLITZED BY TERRIFIC TEXAN (Fred MacMurray)

THE LOVERS of "Honeymoon in Bali" and "Virginia" in love again—in another picture directed by Edward H. Griffith and written by Virginia Van Upp — creators of these two romantic hits!



CAUGHT IN A WEB OF INTERNATIONAL INTRIGUE. WHAT NEXT?

11 P.M.

9 P.M.

HE SERENADES HER WITH DUCK-CALLS IN AN AIR RAID SHELTER.

8 A.M.

SNEAKS HER OUT OF LONDON — FLIES HER TO LISBON.

12 Midnight

HE GIVES HER FIANCE THE BRUSH — OFF ... AND DOES SHE LOVE IT!

11 P.M.

HE CRASHES INTO HER BOUDOIR — TRIES TO CRASH HER HEART.

Paramount Presents

FRED MACMURRAY • MADELEINE CARROLL

in

"ONE NIGHT IN LISBON"

with PATRICIA MORISON • BILLIE BURKE • JOHN LODER • DAME MAY WHITTY • EDMUND GWENN

REGINALD DENNY • BILLY GILBERT • Produced and Directed by EDWARD H. GRIFFITH • Screen Play by Virginia Van Upp

ASK YOUR THEATRE MANAGER WHEN THIS BIG PARAMOUNT HIT IS COMING





KIERAN'S FINGERS GENTLY PULL A JACK-IN-THE-PULPIT LEAF TO REVEAL PISTIL



KIERAN FINDS HUMMINGBIRD'S NEST NO WIDER THAN HIS MIDDLE FINGER

SPEAKING OF PICTURES

... JOHN KIERAN GETS
NATURE INFORMATION

The people of America have had plenty of chance to hear how much John Kieran, sports and poetry expert of *Information Please*, knows about nature. Kieran has demonstrated often and eagerly that it is hard to stump him with questions about birds, bugs or beasts. Many radio listeners have wondered how he got that way. These photographs show how.

The pictures were taken on a couple of May mornings in Westchester County, just outside New York City, where Kieran goes for his almost daily nature walk. A nature walk for John Kieran is not a carefree ramble through the countryside but an outdoor study period. As he goes along he identifies birds by their songs, peers into nests, examines flowers through his

magnifying glass. He gets very close to nature. On the opposite page he is down on his belly examining at nose length a rare American orchid called *Orechthya spectabilis*.

Kieran began his study of nature 30 years ago when he was a teacher in a one-room schoolhouse in Dutchess County, N. Y. He kept it up even after he became a famous sportswriter on the *New York Times* and a national know-it-all on the radio. This spring he published a book on nature. It is called *John Kieran's Nature Notes* (Doubleday, Doran, \$2) and is filled with pleasant facts about flycatchers, nuthatches, siskins, sunflowers, mandrakes, gentians, ouzels, ospreys and the drinking habits of pigeons.

HE FINDS AN OAK APPLE, WHICH OAK TREE FORMS AROUND INSECT EGG LAID ON LEAF



MAGNIFYING GLASS BRINGS UP THE TINY FLORETS OF DOGWOOD BLOSSOM





STYMIED!..

but luck was with him "33 to 1!"

Championship at stake... match all square!... It's Sam's shot... the PAYOFF PUTT...and he's facing his toughest shot — STYMIED directly behind Stone's ball! Sam now takes out "Faithful Freda", his trusty niblick... and ... Great Scott! Here comes a dog out on the green...



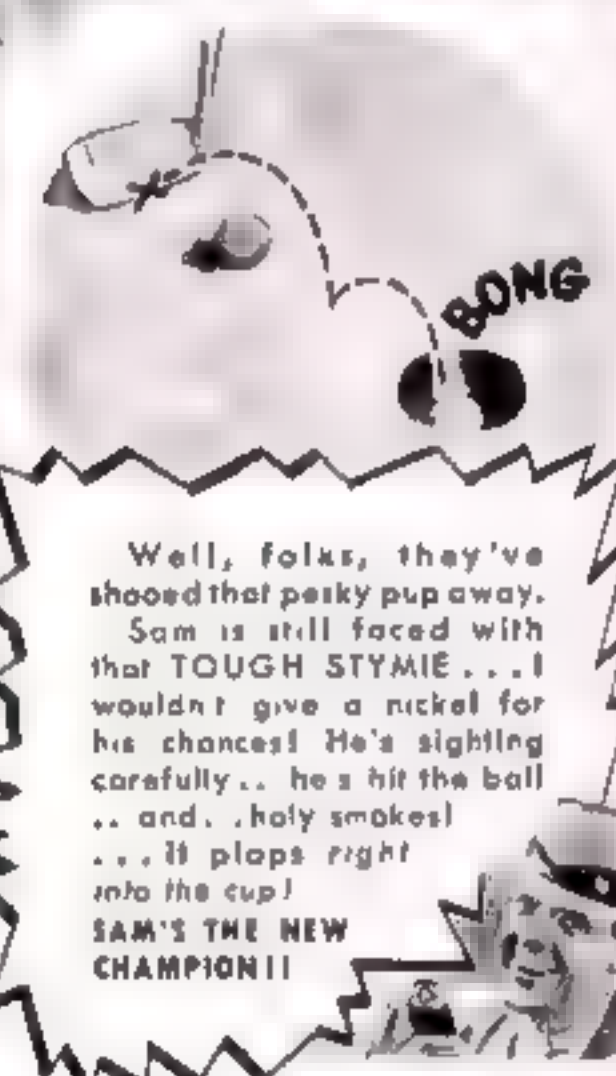
I WAS TOO NERVOUS, ANYWAY! GUESS I'LL EASE OVER TO THE REFRESHMENT STAND... AND EASE UP WITH "33 TO 1"



IT'S "33 TO 1"... THIS WILL HELP ME "UNWIND"!

WHAT'S THIS "33 TO 1"...

PABST BLENDS 33 FINE BREWS TO MAKE ONE GREAT BEER BLUE RIBBON!



Well, folks, they've shoed that pesky pup away. Sam is still faced with that TOUGH STYMIE... I wouldn't give a nickel for his chances! He's sighting carefully... he's hit the ball... and... holy smokes! ... It plaps right into the cup! SAM'S THE NEW CHAMPION!!



WHAT A COMEBACK!... THAT PESKY PUP WAS A LUCKY BREAK FOR YOU... EH, SAM?

THE REAL LUCK WAS THE "TIME OUT" T GAVE ME TO RELAX WITH A GLASS OF GOOD OLD PABST BLUE RIBBON!

WHEN THE GOING'S TOUGH... EASE UP WITH A GLASS OF BLUE RIBBON... BLENDING 33 FINE BREWS SURE MAKES IT ONE DELICIOUS BEER!



"As in the finest coffee and champagne... it's expert blending that gives Pabst Blue Ribbon its smoother, tastier, unvarying goodness. Try a glass today—and prove that '33 TO 1' BLENDING BETTERS the beer!"

...with a Blue Ribbon on it

33 Fine Brews Blended to Make ONE Great Beer

...IT'S SMOOTHER...IT'S TASTIER...IT NEVER VARIES

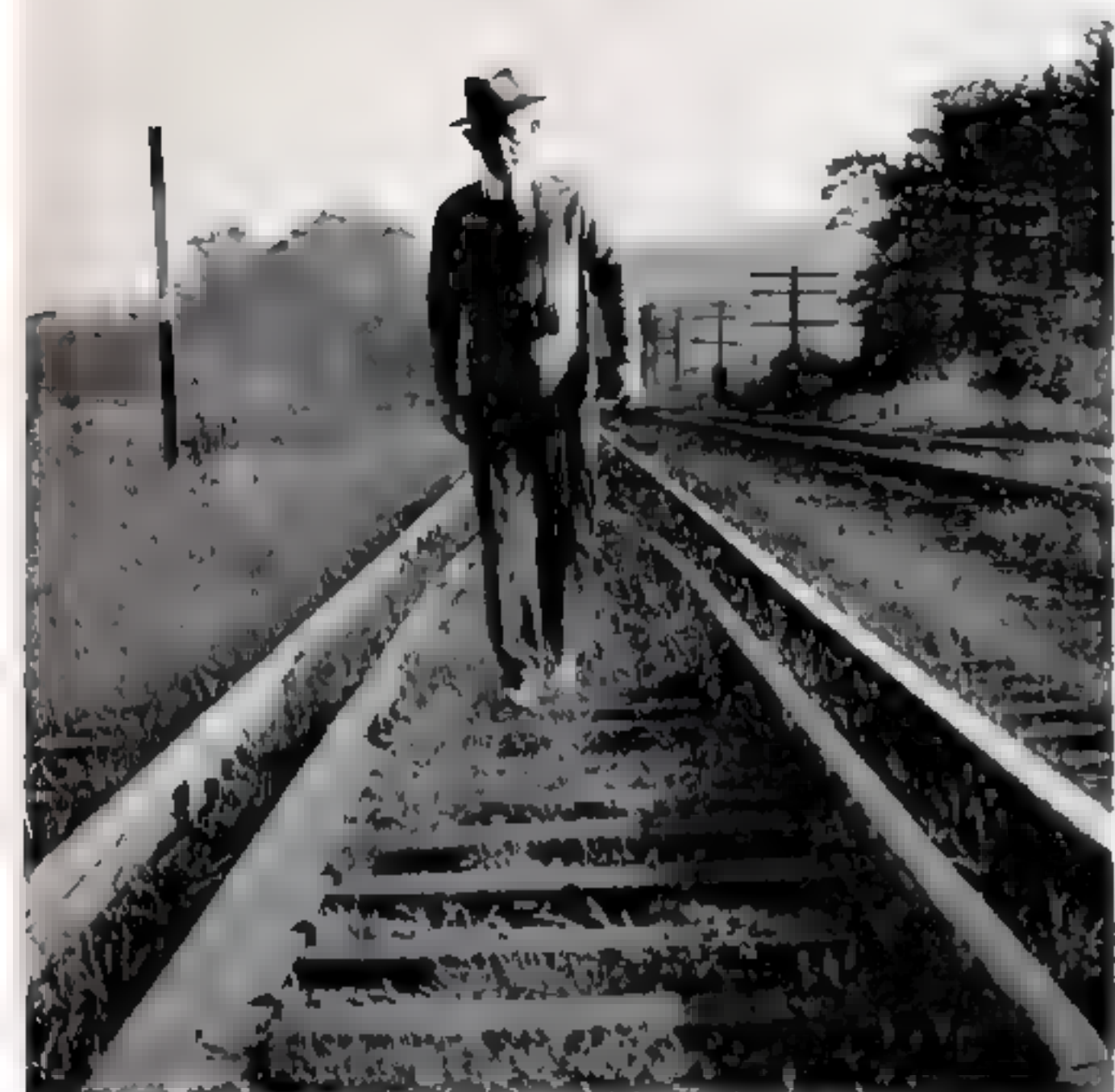


Enjoy it in full or club size bottles, handy cans and on draft at better places everywhere.

Copyright 1941, Pabst Brewing Company, Milwaukee

SPEAKING OF PICTURES

(continued)



Kieran's walks sometimes take him along railroad tracks in Van Cortlandt Park near his home in Riverdale, upper New York City. This is great bird nesting place.



Kieran's library is stocked with books on nature and anthologies of poetry. He is holding a book of Audubon prints. On the wall behind him is Audubon hawk print.



FLORSHEIM SUMMER SHOES KNOW HOW TO GET DOWN TO BUSINESS

"My customers prefer Florsheims because they're *practical*—as well as cool and good-looking. They don't have to be coddled, or saved for Sunday best! They can pound the pavement all day and look fit as a fiddle that night! Florsheim quality is the answer; Florsheims are *made* to look better longer!"

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The DEARBORN



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The invisible ingredient in every pair of FLORSHEIM SHOES is the extra wear that's built in—to lower your shoe costs in the long run.

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AMAZING NEW TYPE OF LIQUID CLEANER

Now a liquid Simoniz Kleener, as well as a paste! Liquid Simoniz Kleener is easier to use, faster, and gives longer-lasting results than polishes and cleaner-waxes. It cleans more thoroughly, bringing back all the glorious lustre your car had when brand-new. And remember, to protect and preserve the finish, apply Simoniz. Give your car this world-famous beauty treatment today!

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MOTORISTS WISE
SIMONIZ

Sold by hardware, drug, grocery,
and auto supply stores, filling sta-
tions, and garages everywhere



LIFE'S REPORTS

TEN DAYS IN THE AFRICAN DESERT

by RONALD MOORE

During a recent skirmish with the Italians, four members of a British patrol, with one Italian prisoner, vanished into the desert. Ten days later three of them were picked up, separately, at points over 200 miles away. Their story of ten days with no food and only three pints of water apiece is one of the great endurance stories of the desert. It is told here by Ronald Moore, of New Zealand, one of the three survivors. The pictures were taken by LIFE Photographer George Rodger who retraced part of their trek by automobile.

Faya, Egypt

We were on patrol when the Italians spotted us at Hadje Bishara, some miles south of Cufra. There were several trucks in our patrol under Major Clayton, and we returned their fire with our machine guns as our drivers bumped, all out, over the sand. The noise was terrific and we could see the bullets of the Ities, who were using explosive incendiaries, ripping all around us.

Very soon my truck got cut off from the others and it wasn't long after that that she caught fire and we thought it was all up. I yelled to the others: "Shall we go or surrender?" and somebody yelled back: "Beat it." We piled out—four of us and an Italian prisoner we had with us—and made for some rocks a short way ahead. There was John Easton who was wounded in the throat, Alfred Tighe, Winchester and myself.

We hid among the rocks till nightfall, not daring to move, as Ity planes were circling overhead, but after dark we got together and as we had neither food nor water with us, debated whether we should give ourselves up or set out across the desert in the hope that another of our patrols would pick us up.

Our Ity prisoner beseeched us to surrender, going round to each of us in turn, kissing our hands and feet, but we decided to make a bid for it and at dawn set out to the south, taking him along with us.

I had a piece of shrapnel in my foot and John Easton's wound was hurting him, but we managed to cover 40 miles that first day. We saw nothing but a few planes away off, which were probably Italian.

We had no food or water, and my tongue stuck to the roof of my mouth so that I couldn't speak. Then late in the afternoon we saw a

CONTINUED ON PAGE 11

RONALD MOORE AND ALFRED TIGHE AT FAYA AFTER THEIR RESCUE



*"P-s-s-t, June Bride—
he'll like 'em!"*



CRISP

to the last spoonful!



Every man's a "yes man" when you set delicious Rice Krispies before him!

It's love at first sight, just to see them heaped in a bowl, golden and tempting. Mellow fruit adds a fresh note. With the first drop of cool milk, Rice Krispies sing out their crispness with a Snap! Crackle! Pop! The first bite confirms how super-crisp and flavor-packed they are. And the last spoonful proves they *stay* that way!

Kellogg's unique flavor recipe, plus special "oven-popping," plus gentle toasting, does the trick. Start the day off right, with Rice Krispies—America's No. 1 rice cereal!

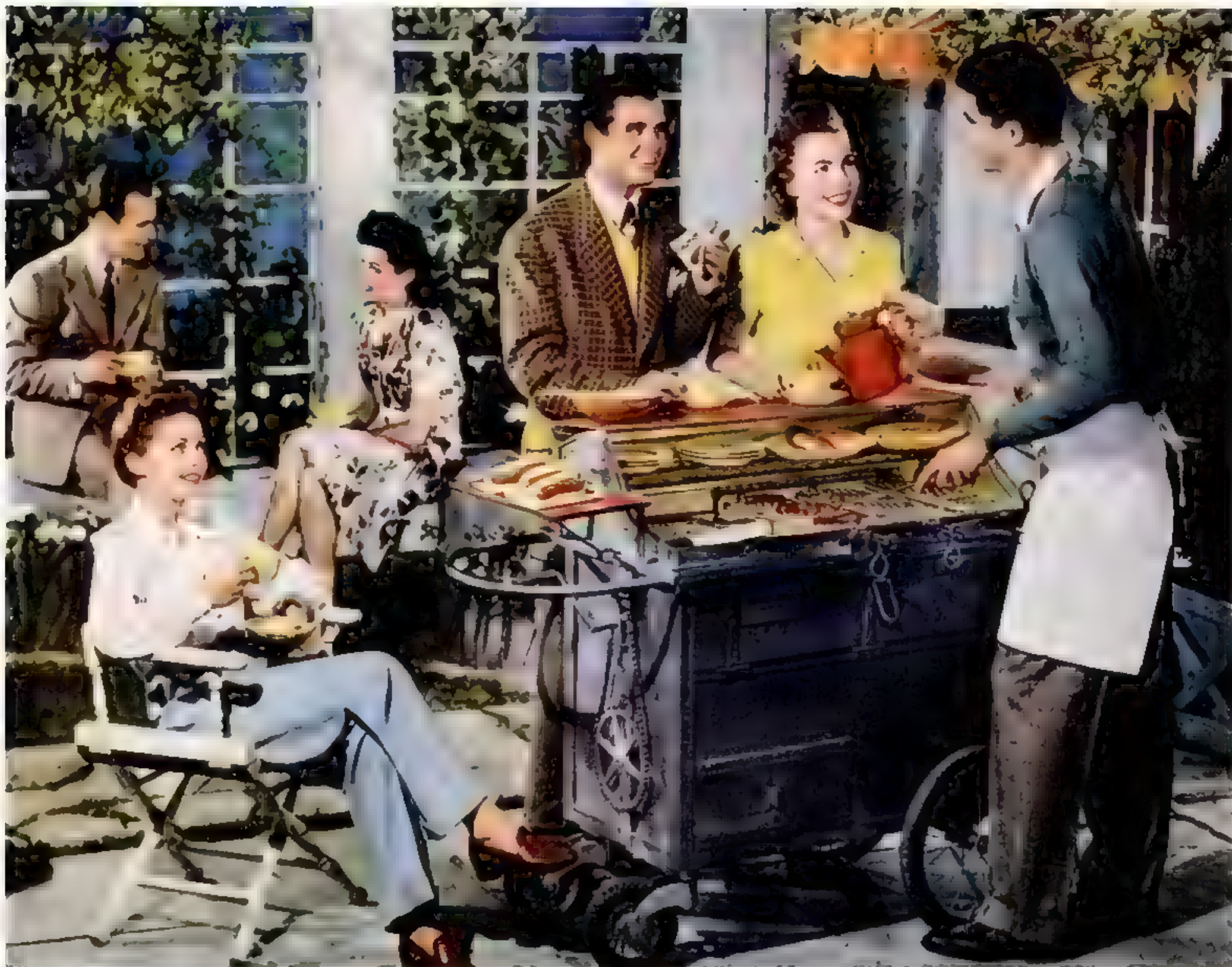
The name "Rice Krispies" is Kellogg's trade mark (Reg. U. S. Pat. Off.) for oven-popped rice.



Delicious with fresh, frozen, cooked or canned fruits



Copyright 1941 by
Kellogg & Company



"Bill, as a coffee maker, you're a wizard!"

Man-like, our hero waves aside the compliments. Secretly, he's proud as punch of his coffee. For like all good cooks, he knows that good coffee makes the meal. So he wisely chose the coffee that would bring cheers from his friends. Naturally, he selected A&P Coffee, for it is the pick of the plantations and it's sold only in the bean, where Nature seals the flavor . . . then, at the moment of purchase, it is *Custom Ground* for each type of coffee

pot, so that *all* the magnificent flavor is in the cup. Having selected the right coffee, the rest was simple—and taking bows is an everyday occurrence for him!

See for yourself how simple it is to have gorgeously good coffee *every* time—change to A&P Coffee (there are three distinctive flavor blends from which to choose) and have it *Custom Ground* for your coffee pot!

AT ALL A&P FOOD STORES

CUSTOM GROUND COFFEE is A&P Coffee correctly ground for your own coffee pot. Different types of coffee pots bring hot water into contact with ground coffee for different lengths of time. Therefore it is necessary to have coffee specially ground (*Custom Ground*) for each type of pot, to bring out the full flavor.



FOR REGULAR POT have A&P Coffee ground **COARSE**.



FOR PERCOLATOR have A&P Coffee ground **MEDIUM**.



FOR DRIP POT have A&P Coffee ground **FINE**.



FOR VACUUM POT have A&P Coffee ground **EXTRA FINE**.



LIFE'S REPORTS

(continued from p. 12)

car and our hopes rose. We walked toward it—about two miles—when we saw without doubt it was Italian. We sat in the sand then, out of sight behind a sand dune, and again debated whether we should surrender. We were nearly mad with thirst, and one by one we decided to give ourselves up. The Ity led the way in front and we followed in line up a wadi with our hands up. All I remember thinking was how foolish we must have looked, and how surprised the Ities would be to see us. We got closer and closer with nothing happening and, when finally we reached the car, we found it had been abandoned, shot to pieces, evidently by one of our own patrols. The tires were torn to ribbons and the bodywork looked like a cheese grater. There was blood over everything, making dark patches in the sand.

The first thing we did was to search for food and water, but the water tanks had also been riddled by bullets and every drop had leaked out. There was no food either and all we could find were some empty cans of condensed milk and the dried-up leaves that someone had emptied from a teapot. We scraped the remains of the milk with our fingernails from the insides of the cans but it was hard and full of sand. We tried to chew the dried-up tea leaves, but with no saliva in our mouths we couldn't swallow, and we were about to give up when I found a water tank among the debris of the car that had about 1½ gal. of water left in it.

That meant we still had a little longer to live. We took a condensed milk can and in it we boiled up some of the dried-up tea leaves. It looked awful and tasted worse, but that was the finest cup of tea I've ever had.

Well, we left the Ity there—he had a chance of being picked up, and we couldn't divide our water into five. I don't know how he fared, but he could have taken water from the radiator. I don't know why we didn't think at once of doing that ourselves. And the four of us set out again across the sand.

It was bitterly cold that night. None of us had more than just our shirts and shorts, so we dug a hole in the sand, and lay with our arms round each other, trying to keep warm. We had found a field dressing that morning, so had been able to dress Easton's wound and bandage my foot. I don't think I could ever have gone on without that dressing. Our water we rationed out among the four of us, drinking only a mouthful or so night and morning, but we had no food at all.

I remembered where, a few days ago, we had camped in the sand. Cookie had given us lentils for supper. None of us liked lentils and we had thrown them away—we had cursed poor Cookie too. That was at Sarra—125 miles from where we took to the sand—but I kept thinking of those lentils, and, as it was on our way south, we made for our old camp and we got there in four days.

We were getting very weak by now—four days with nothing but a few drops of water each day—and it was heavy going through the sand. We found the camp and we found the lentils. But they had been dried out by the sun and were so salty we couldn't eat them. We had hoped to find water too at Sarra but the well had been destroyed.

We were all very weak by now. Alfred Tighe was in pretty bad shape, and he decided to remain at Sarra, thinking there would be more chance of being picked up there than there would be further south.

I lost all count of time after that. We just walked on, heading south and stopping every hour for a few minutes rest.

Then one morning—I think it must have been the second after leaving Tighe—John Easton could not get up. Winchester and I rubbed his legs to start the circulation and finally got him to his feet, but he just stumbled a few paces and dropped in the sand. I knew by the staring look in his eyes that he was done. He asked for

CONTINUED ON NEXT PAGE

WHEN THE MEN REACHED SARRA THEY FOUND WELL DESTROYED



"IN ONE MINUTE, CALL ME BABY-FACE!"

JOY RING of HELLZ-A-POPPIN tells a "professional" way to remove cosmetics that leaves skin exquisitely clean.



"I feel like laughing when I hear girls fret about getting off cosmetics. Look at me—covered with sticky stage make-up. I'll have it off quicker than I can tell you how I do it, with this ALBOLENE CLEANSING CREAM. And you'll say yourself my skin looks as clean as a baby's."



"What's so wonderful about Albolene? Well, it's a professional cleansing cream. That means the accent is on efficiency. See, already the cream has turned to a fine, cleansing oil. All ready to wipe off—and the dirt and cosmetics with it!"



"I salute Albolene too for the nice, soft way it leaves my skin. When a cream is gentle and soothing, yet efficient enough to remove heavy stage make-up, I think that's something. And wait till you hear how little Albolene costs!"

How **ALBOLENE**
Cleansing Cream
saves you money...

Professional! 1" for \$1



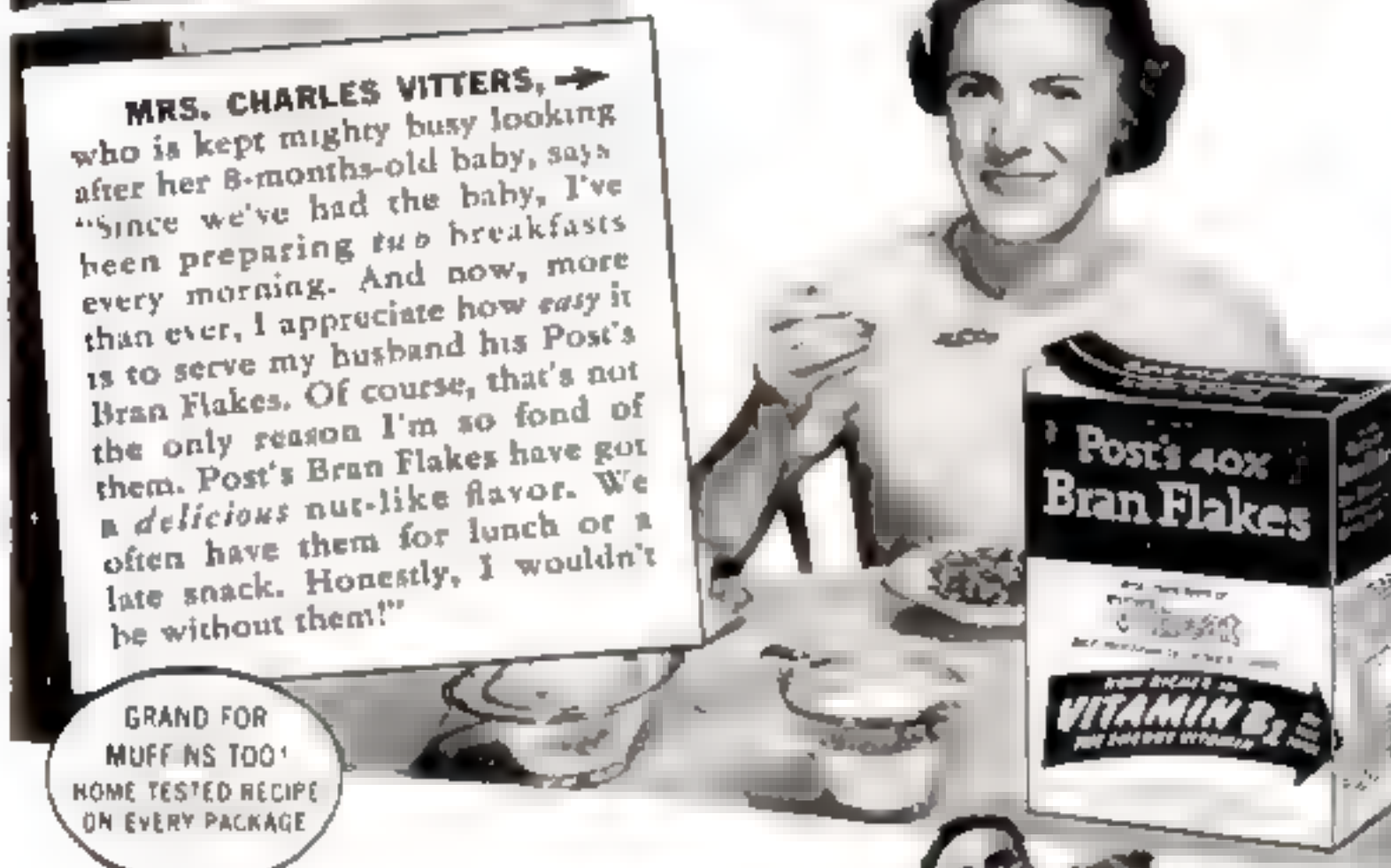
In 3 separate ways, Albolene Cleansing Cream can save you money! 1. Made and packaged without expensive "frills," you can buy a full pound for only a dollar! 2. First made for hospital and stage use, this cream is efficient—goes far. 3. You'll save money on expensive night creams—Albolene leaves your skin so silky-soft. Try Albolene Cleansing Cream—both your pocket-book and beauty will profit!

McKESSON & ROBBINS, INC., BRIDGEPORT, CONN.

**"YOU'VE GOT TO KEEP TUNED UP
ON A JOB LIKE THIS!"**

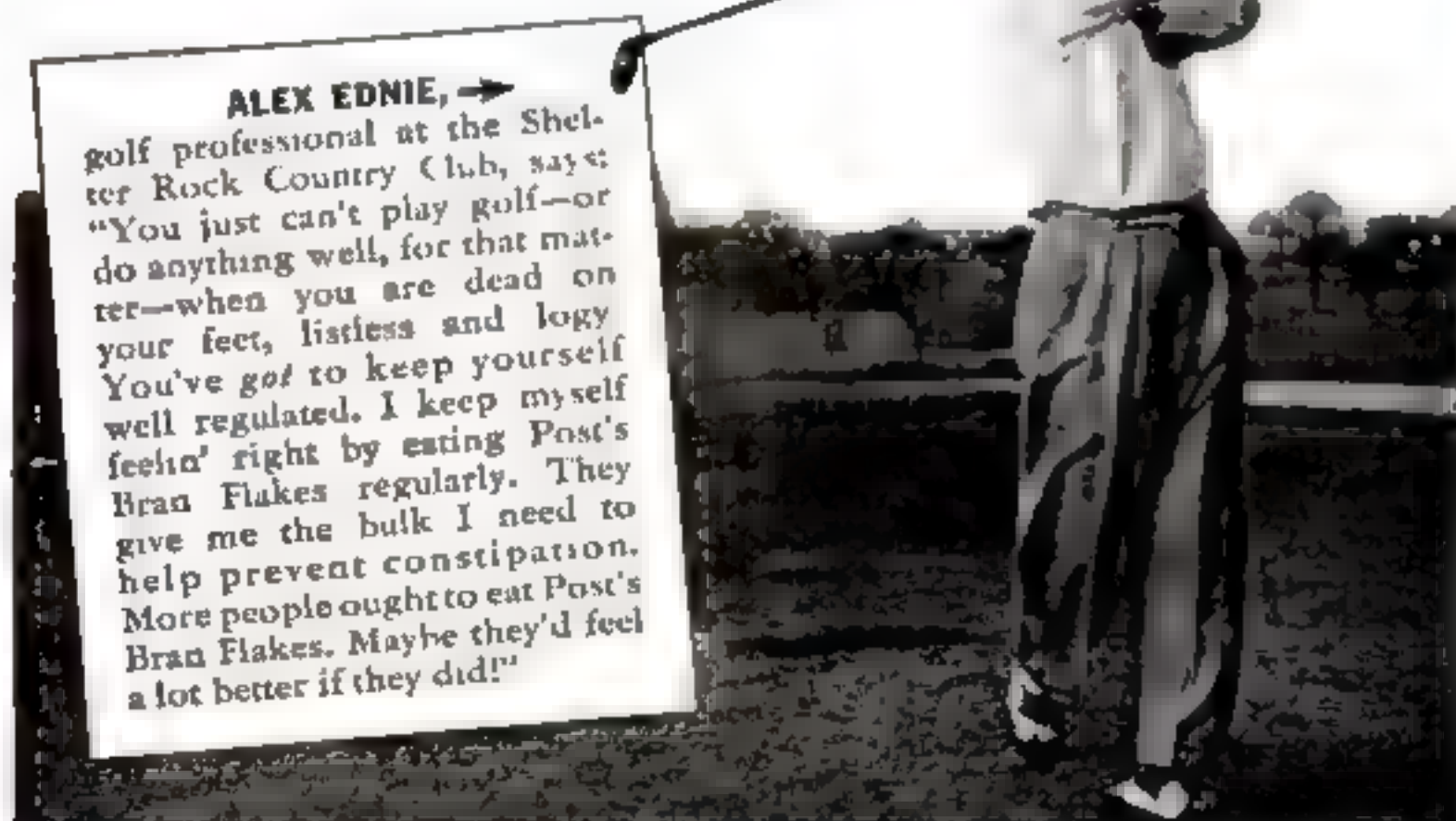


← **CAPTAIN FRANK LUMSDEN**, transport pilot for American Airlines, says, "To be a good flier, you've got to keep in perfect physical condition. That's why I always eat *nourishing* foods, like Post's Bran Flakes. They're rich in Vitamin B₁, and everybody needs a lot of this energy vitamin every day. But Post's Bran Flakes are more than just wholesome and good for you. They make a swell breakfast dish, too. For my money, they're *aces*!"



→ **MRS. CHARLES VITTERS**, who is kept mighty busy looking after her 8-months-old baby, says "Since we've had the baby, I've been preparing *two* breakfasts every morning. And now, more than ever, I appreciate how *easy* it is to serve my husband his Post's Bran Flakes. Of course, that's not the only reason I'm so fond of them. Post's Bran Flakes have got a *delicious* nut-like flavor. We often have them for lunch or a late snack. Honestly, I wouldn't be without them!"

GRAND FOR
MUFFINS TOO!
HOME TESTED RECIPE
ON EVERY PACKAGE



→ **ALEX EDNIE**, golf professional at the Shelter Rock Country Club, says: "You just can't play golf—or do anything well, for that matter—when you are dead on your feet, listless and lopy. You've got to keep yourself well regulated. I keep myself feelin' right by eating Post's Bran Flakes regularly. They give me the bulk I need to help prevent constipation. More people ought to eat Post's Bran Flakes. Maybe they'd feel a lot better if they did!"



Are you getting the three extra benefits found in Post's 40% Bran Flakes?

- 1. YOUR DAILY BULK—** Eaten every day as a cereal or in muffins, Post's 40% Bran Flakes provide you with bran, a natural regulator, to help protect against sluggishness due to lack of bulk in your daily diet.
- 2. VALUABLE FOOD ESSENTIALS.** Post's Bran Flakes, made with choice parts of sun-ripened wheat, supply you with phosphorus for the

teeth and bones... iron for the blood... and Vitamin G!

- 3. VITAMIN B₁ GENEROUSLY ADDED.** You need Vitamin B₁ every day. Yet most modern diets do not contain enough of it. A one-ounce serving of Post's Bran Flakes with milk gives you, on the average, up to 1/4 of your minimum daily need, a third extra benefit at no extra cost. Ask your grocer for Post's Bran Flakes today!

RADIO HIT! "Portia Faces Life," Monday thru Friday, NBC Red Network. See your newspaper for time and station.

A Post Cereal made by General Foods

♪ LIFE IS SWELL ♪ WHEN YOU KEEP WELL ♪

LIFE'S REPORTS

(continued)

water and I gave him half of what was left, but it was no good, and in a few moments he died. We just buried him where he was in the sand and Winchester and I went on alone. We divided the few mouthfuls of water we had left equally and set out south again. We had lost our shoes somewhere and were walking in our bare feet. It is easier, I think, in the soft sand.

I don't remember very clearly what happened after that, except plodding hour after hour through the hot sand. I didn't dare drink the last few drops of water I had, so just swilled my mouth out with it and spat it back into the bottle to use again. And then, one day, Winchester could go no further. We just scraped a hollow in the sand for him to lie in and I left him there to go on alone.

It was the next day I got picked up—on the Jeb Jeb—225



EASTON'S GRAVE NEAR BARRA

miles south of where we started and I found later I had taken ten days to get there. Ten days, without food and only three pints of water. When I first saw the lorry approaching I couldn't believe my eyes. I thought it must be a mirage or something and just went stumbling along. I remember I was thinking about the bones, at the time, that lay along the route every few hundred yards, bleached white by the sun. Bones, bones everywhere. They were only camels' bones, but I thought if even the camels died, what chance had I of getting through.

From the drivers of the truck I learned that both Tighe and Winchester had been picked up. Winchester is still in the hospital. But Tighe and I are ready for some more and are leaving Faya tomorrow for Fort Lamy, from where we shall eventually rejoin our units.



HERE'S what Grandmother asked for at her grocer's... Underwood Deviled Ham. Your grandfather preferred it for sandwiches.



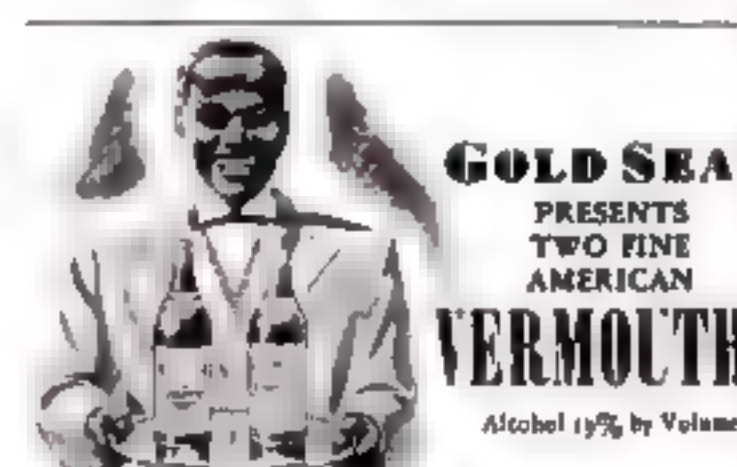
YEARS before that, Underwood's was already famous, because Underwood has been making fine foods for one hundred and twenty years.



CHEERS for Underwood Deviled Ham are the usual thing, whenever, wherever, and however it is served—in sandwiches, salads, appetizers, snacks, or scores of other taste-tempters. It's a fine ham, seasoned with rare spices. Get a few cans today. It's economical!



FREE! If your dealer cannot supply you, write today for free medium-sized can of Deviled Ham to try, Wm. Underwood Co., 347 Walnut Street, Watertown, Massachusetts.



GOLD SEAL PRESENTS TWO FINE AMERICAN VERMOUTHS
Alcohol 19% by Volume

For more than 76 years the words Gold Seal have symbolized to connoisseurs of fine wines the best for the money. Now Gold Seal Vermouth steps up to carry on a distinguished tradition. Smooth, zestful, it has a rich bouquet that's a perfect complement to cocktail ingredients. Makes a cocktail taste better. A revelation to taste... attractively priced. Try one... you'll use both regularly.

Also producers of Gold Seal
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A Seattle amateur took this picture—took it on Agfa Film to be sure it had detail, to be sure it was sharp and vivid. Agfa is the film experts and beginners alike find most reliable. It's the film with the *extra* margin of quality—the only film guaranteed, "Pictures that satisfy or a new roll free!"

Load Agfa Film in your camera. For general, outdoor pictures, use Agfa Plenachrome. There's an Agfa Film for every photographic need and in a size to fit your camera. Get Agfa Film in the orange-and-blue box. *Agfa Ansco, Binghamton, New York.*

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MADE IN U. S. A.

The only film that is guaranteed,
"Pictures that satisfy or a new roll free!"

Play it all you please!



NEW KIND OF RADIO

Plays anywhere on its own storage battery.
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No Other Portable Has Any of These Advantages!

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MODEL LB-330—Built-in Beam-a-scope located in lid—away from metal chassis—for finer reception. Additional Window Antenna provided. Deluxe Luggage Case finished in brown simulated leather. Complete with self-contained storage battery and battery charger.

Ask the General Electric radio dealer to show you the full line of General Electric Portables. Prices—\$16.95* to \$39.95*

*All prices subject to change without notice and may vary in different localities. See your G-E dealer. General Electric Co., Bridgeport, Conn.

GENERAL ELECTRIC

LIFE'S COVER



The picture on this week's cover shows what a British sailor boy does when he gets to the U. S. for the first time. Lined up in front of Philip Gamester, Royal Navy gunner (see pp. 45-46), are a banana split, a chocolate soda with vanilla ice cream and a strawberry sundae. It is 10 a.m., two hours after Philip has eaten a hearty breakfast. Philip drank the soda, devoured the sundae and was halfway through the split when LIFE's photographer, who was weakening faster than Philip, persuaded him to quit and save himself for another time.

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Is lazy circulation making your
HAIR FALL OUT?



Wake up your scalp with new finger-massage machine

● Are you losing your hair because circulation in your scalp is sluggish? Your own doctor will tell you that daily fingertip massage is one of the most sensible things you can do to help.

Now easy with Vitalator—amazing machine that imparts to your own fingertips the correct rotary vibration of Swedish massage. You need no special skill. And Vitalator does the work, as you relax.

Use Vitalator alone, or to apply your hair tonic with professional technique. See it, try it, own it! At cosmetic, drug and appliance counters everywhere.

The A. C. Gilbert Co., New Haven, Conn.

SCALP CIRCULATION AT YOUR FINGERTIPS



The Great American Gin
with the **INTERNATIONAL FLAVOR**

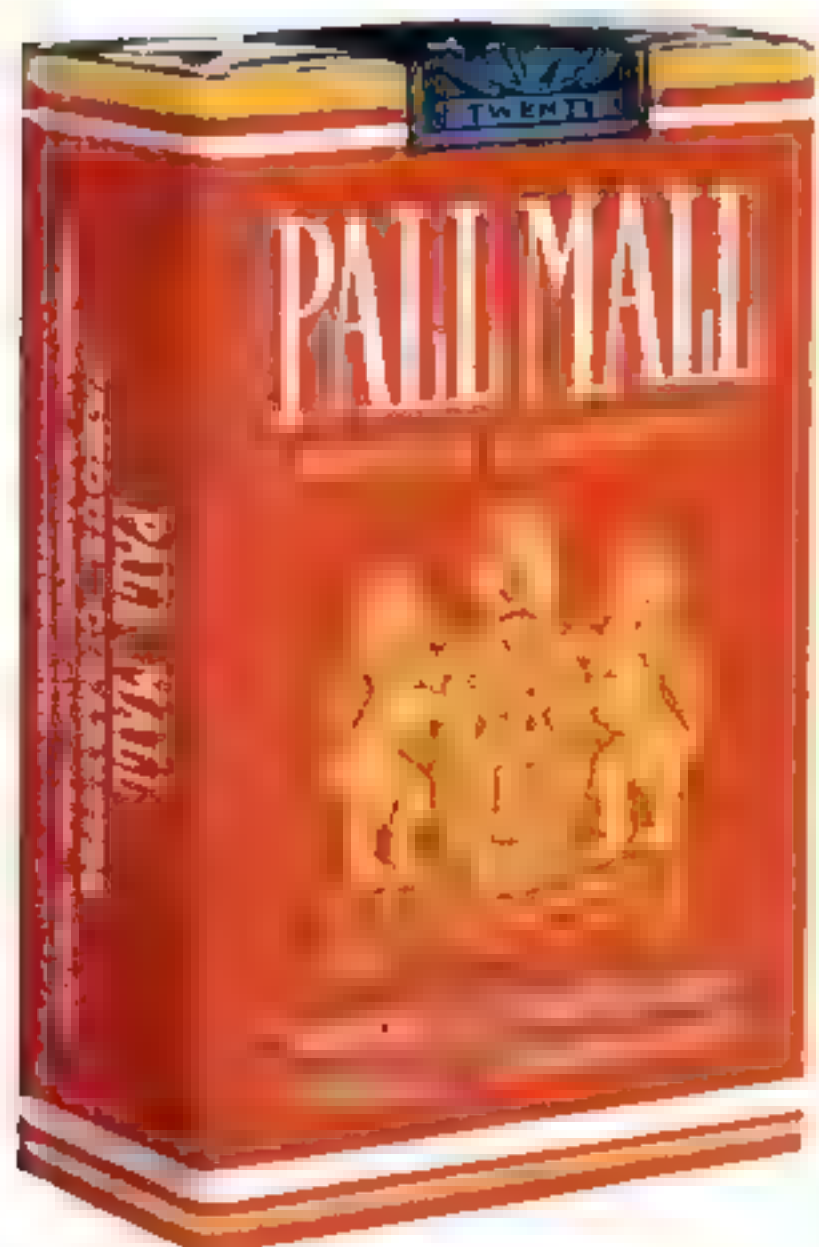


DIXIE BELLE
DISTILLED LONDON DRY Gin
Continental Distilling Corporation, Phila., Pa.



In cigarettes, as in armored scout cars, it's modern design that makes the big difference!

*“Correct! Pall Mall’s modern design
filters the smoke—lessens throat irritation!”*



• Fast as a racer, staunch as a tank! No wonder these new streamlined scout cars are a vital development in mechanized warfare. Modern design makes the big difference—a difference that’s mighty important in national defense.

Talk with the men who ride these cars. They’ll tell you that in cigarettes, as in armored scout cars, it’s modern design that makes the big difference.

Pall Mall’s modern design marks the greatest forward step in smoking pleasure in thirty years. For this streamlined cigarette is deliberately designed to give you a smoother, less irritating smoke. It is a scientific fact that tobacco is its own

natural filter. In Pall Mall the smoke is measurably filtered—filtered over a 20% longer route of Pall Mall’s traditionally fine tobaccos.

Pall Mall’s modern design also means a definitely cooler smoke. The additional length travels the smoke further—gets rid of heat and bite on the way.

Now, at last—thanks to modern design—a truly fine cigarette provides in fact what other cigarettes claim in theory—a smoother, less irritating smoke—Pall Mall.

Prove it! Yourself, try Pall Mall critically. You’ll say—“Correct! Pall Mall’s modern design filters the smoke—lessens throat irritation.”

“WHEREVER PARTICULAR PEOPLE CONGREGATE”

OF TRADITIONALLY FINE TOBACCOS

Copyright 1941 American Cigarette and Cigar Co.



Only Beautyrest can give the supreme thrill of luxury comfort. New cover designs this year. Still Beautyrest costs only a penny a night!

Six-point plan for thoughtful mattress buyers



1. Looks have nothing to do with comfort!

The comfort of a mattress depends on its "insides." So don't judge a mattress on looks.

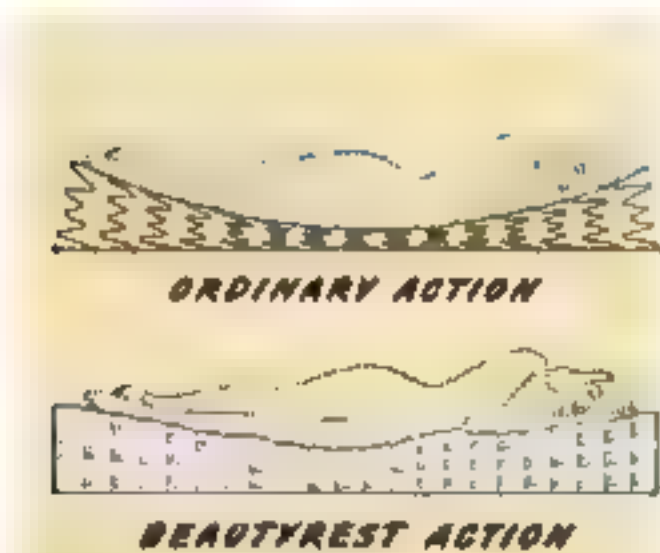
Here's why. The Beautyrest may look like other mattresses. But it's different *inside*. And because of that difference, it alone offers you glorious *luxury comfort*. As you sink gently down into a Beautyrest, it is as though you had drifted into another world. Your body seems blissfully to float... completely... deliciously... relaxed.



4. And one whose looks will last, too

Remember that the Beautyrest looks much like other mattresses... in the store. But after a few years' use, many others have sagging edges and lumps and hollows. Whole Beautyrest stays firm and even.

Why? Because a patented "sag-proof" border keeps the sides smooth and neat and resilient throughout its long, long life. Your Beautyrest just can't form lumps or hollows, either. So—you have to turn it only 4 or 5 times a year!



2. Consider the two kinds of "insides"

◀ In the *ordinary* mattress, the springs are all joined together. That's why such a mattress seems to *roll* with your weight when you turn... gives you "sag" support.

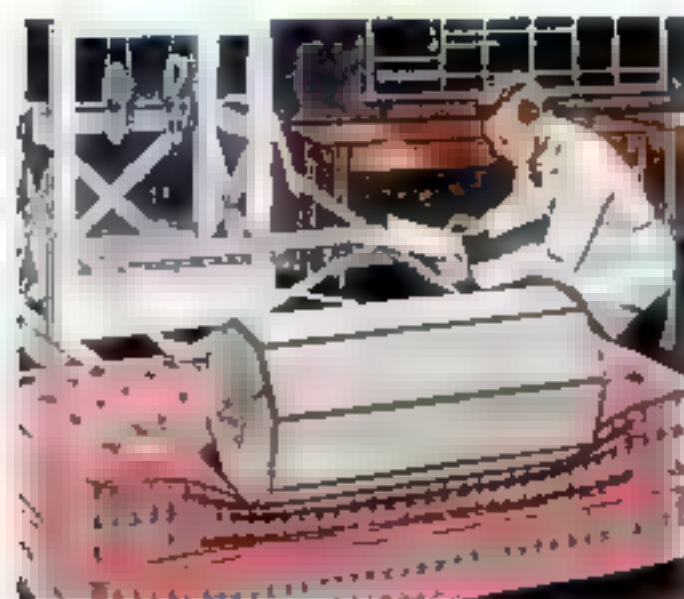
◀ Each of Beautyrest's 837 coils is individually pocketed. That's why they act *independently*. However you lie or turn, your body is evenly, *buoyantly* supported—snuggly cradled. That's the secret of *luxury comfort*. Other mattresses just can't give it. We know. We make *both* kinds.



5. Select a mattress that stays "fresh" inside

Lots of mattresses will get stale and musty inside. That's because they don't ventilate themselves properly.

Now, the Beautyrest has ventilators that really *work*. Put your hand over one when you sit on a Beautyrest in the store. You'll feel a puff of air. As you rise, you'll feel fresh air being sucked in... to circulate all through the mattress, keeping it always fresh and clean and sanitary inside.



3. Get a mattress you know will last

Many a mattress is comfortable when you first get it. But will it still be giving that same comfort ten years from now?

The New Beautyrest will. It's guaranteed for *ten long years*. And we mean *guaranteed*. For the United States Testing Company subjected 17 different makes to grueling tests on Mattress Endurance Machines like this, in its Certified Test No. 11760. And the Beautyrest lasted *three times longer* than even the next best make.



6. Buy the mattress that costs you less—per night!

Many mattresses have a "floating" price. Hard to tell *when* you're getting a bargain.

But the Beautyrest is *always* \$39.50—wherever you go... whenever you buy. And it's a greater *bargain* at \$39.50 than many other mattresses at *cut* prices! For, based on our 10-year guarantee alone—and that's conservative—the Beautyrest comes down to only *a penny a night!* With luxury comfort besides!

◀ This label identifies the Beautyrest.

Beautyrest Box Spring, for use with Beautyrest Mattress, \$39.50. Or get the Ace Coil Spring, \$19.75.

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LIFE'S PICTURES

Petty Officer Jack Keates stood on the flight deck of the British cruiser Gloucester during the Battle of Matapan, taking the pictures on pages 32-33. When the 15-in. shells from the Vittorio Veneto dropped close enough to the ship to fill the air with splinters, he sensibly flopped down on his stomach, but kept photographing, as the angle of the last picture (p. 33) shows.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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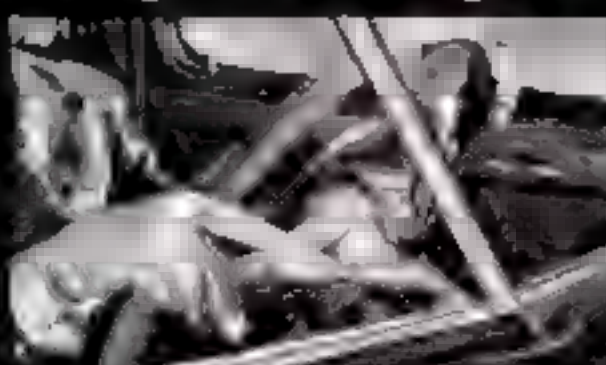


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A WISCONSIN DRUGGIST RALLIED FELLOW CITIZENS TO ALUMINUM SACRIFICE WITH THIS FRONT-YARD DISPLAY



IN RICHMOND, VA. A LONE PATRIOT SITS ATOP MOUNTAIN OF POTS, PANS AND PERCOLATORS DONATED FOR DEFENSE

LIFE

Vol. 18, No. 24

June 16, 1941

OPM ASKS SACRIFICES AS A SHORTAGE OF ALUMINUM WAKES NATION TO CRISIS

Last week the huge, blurred picture of U. S. defense progress, of what is wrong with it and what must be done about it, was suddenly brought in focus by the plight of the silvery substance whose lightness makes it perhaps the most vital of this war's metals.

By weight, a fighting airplane is 90% aluminum. From paint to furniture to superstructure, every warship requires hundreds of tons of aluminum. To builders of torpedo boats, pontoons, trestles and many another military product it is invaluable. And now an America which desperately needs every fighting tool it can possibly turn out faces the bitter but no longer deniable or concealable fact that it is not producing enough aluminum to build these tools—let alone supply the thousand-and-one civilian uses of aluminum.

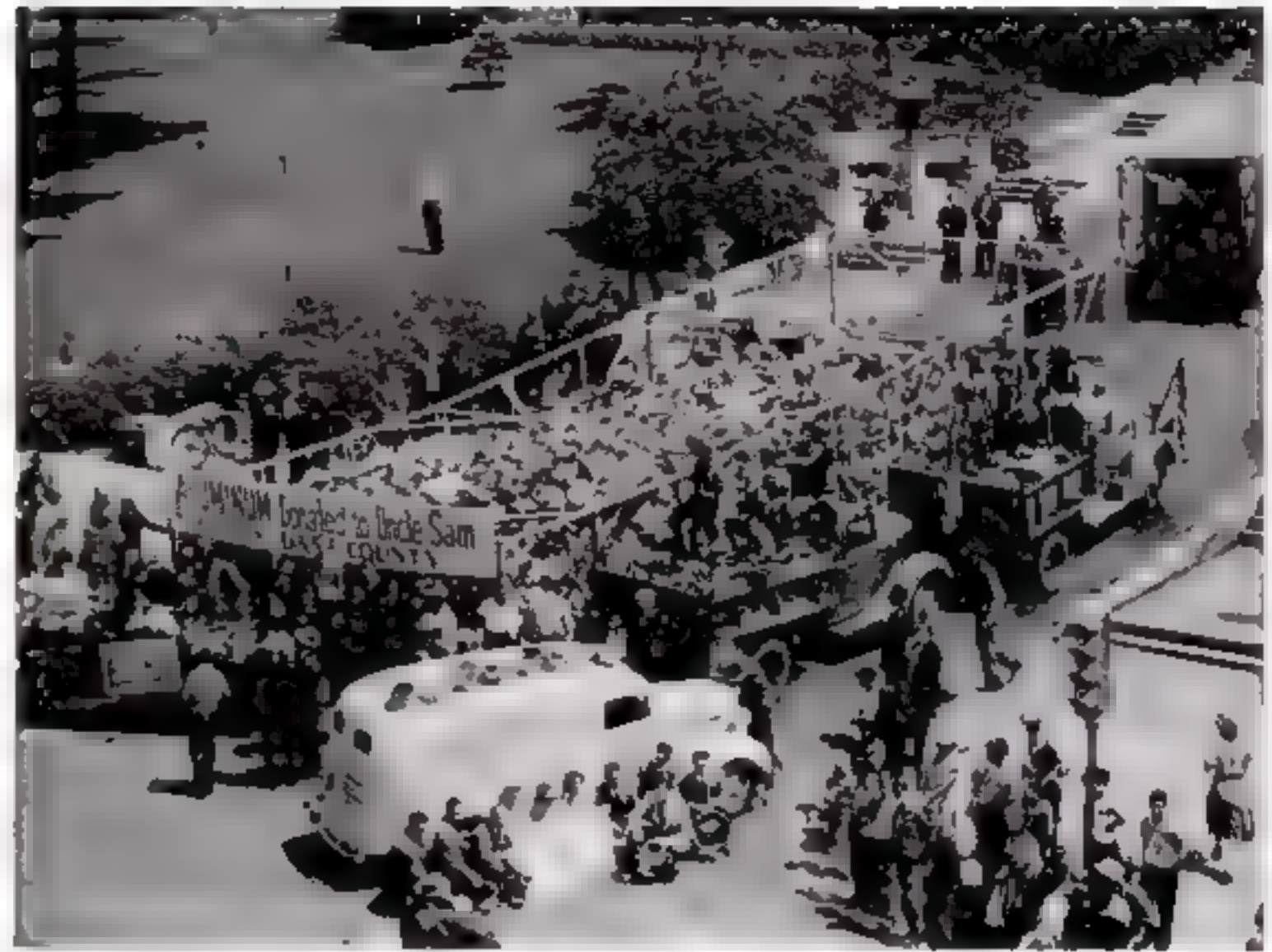
The blame must be shared alike by Government and business. It is easy now to say that if the Aluminum Company of America had not for years maintained a 100% monopolistic stranglehold on raw aluminum production the nation would now have far more aluminum-producing capacity than it has. It is easy to berate the company for resisting adequate emergency expansion through fear of losing its monopoly and through the general industrial fear of being left with excess plant after the war. But it cannot be forgotten that as late as last Dec. 28 the OPM's Edward R. Stettinius was announcing that no aluminum shortage was in sight, and that only last month did the President decide that long-range bombers are needed in quantities undreamed of before. And all these are only symptoms of the root trouble plaguing not only aluminum but nearly all defense production, which is the national illusion that America can with a comfortable business-as-usual half-effort compete with a fanatic Germany which for eight years has been spending 40% to 70% of its national income on armaments, which has long been stripping its homes and streets of every scrap of metal that could be spared, which as early as 1934 passed the mighty U. S. in aluminum production and now has the resources of all Europe to draw on.

The nation is now waking from its pleasant dream. The Aluminum Company is expanding, the Reynolds Metal Co. is entering the field, and the RFC has earmarked \$250,000,000 for new Government-owned plants. But past errors cannot be remedied overnight. It will be many months before most of these new plants are in production. Meantime where are the extra 300,000,000 lb. needed this year to come from?

Seeking an answer, the OPM last week treated Dane County, Wis. (city of Madison) and Henrico County, Va. (city of Richmond) to a mild taste of what all-out defense effort is going to mean to civilians. As an experiment to see how much aluminum might be salvaged from the nation's homes, it asked citizens of these counties to give up all the old bits and pieces of aluminum articles they could spare. The results are shown on this and the following pages.



Six hundred Boy Scouts plus Legionnaires and Veterans of Foreign Wars rallied in 47 volunteered trucks for a house-to-house canvass in Dane County, Wis.'s aluminum roundup. The drive was well-publicized and most citizens had contributions waiting on their front porches.



Most isolationist State in the Union is Wisconsin, according to a Gallup Poll. But in four days Dane County's 130,000 citizens piled up nearly 50,000 lb. of aluminum in front of the State Capitol in Madison. Opposite page: prominent Madison clubwomen officially launch roundup.



Mrs. Philip La Follette, wife of Wisconsin's isolationist ex-Governor, does her bit for defense while her famed isolationist father-in-law, Battling Bob, beams from the wall.



Mrs. Clarence Dykstra strips house of aluminum, including even Terence O'Toole's feeding pan. Fearing steel shortage next, Mrs. Dykstra will replace aluminum with enamelware.



Clarence Dykstra, University of Wisconsin President who lately gave up Selective Service directorship to become head of the National Defense Mediation Board, chips in his ash tray.



Governor Julius ("the Just") Heil poses with the take from the Mansion. The metal will be sold for about 10½¢ a lb. and the proceeds returned to Dane County. Scrap aluminum cannot be used for aircraft manufacture, but will release equivalent amount for airplane building.



Cue's friends strip aluminum parts from vacuum cleaner in Alpha Phi sorority house. Dane County contributed about two-fifths of a pound of aluminum per capita. At the same rate, a national drive would bring in some 50,000,000 lb., leaving U. S. still 250,000,000 lb. short.



LIFE ON THE NEWSFRONTS OF THE WORLD

New strikes beset defense program; President squelches peace talk; Vichy plays ball with Berlin

Last week the American people felt like a football team subjected to a five-hour pep talk before the big game. They were stomach-sick of words. They ached for action. What anybody said no longer mattered. It was what people did—or failed to do—that counted.

President Roosevelt's great speech of May 27 had seemed to promise action. *On your marks*, he had said to the nation, for a race with destiny for your lives and liberties. *Get set* for the greatest effort of your history. Then, while the people waited poised and tense, he had tucked the starter's gun back in his pocket and gone off to a Hyde Park weekend.

On the industrial front was a vital place to commence the action that people craved. The President had declared in his broadcast that Federal conciliation and mediation machinery "must be used promptly—and without stoppage of work," had declared that "the overwhelming majority of our citizens expect their government to see that the tools of defense are built." But ten days after he spoke the number of U. S. defense workers on strike had risen to a record for 1941. The War Department reported that strikes since Jan. 1 had lost 2,253,216 man-days of work on Army contracts. The Navy said that time lost on its contracts would have built eight to ten submarines, six to eight destroyers, or two cruisers.

On June 6, top leaders of A. F. of L., C. I. O. and the Railroad Brotherhoods denounced the three chief current defense strikes as "in direct and flagrant violation" of contract, "unjustifiably continued," and "in complete and irresponsible disregard of proper trade-union practice." But that, again, was only talk.

In San Francisco the machinists who had tied up work on \$500,000,000 worth of Navy shipbuilding for four weeks remained on strike, their leader Harry Hook explaining that he had had time neither to read nor listen to the President's speech. In Washington, when the National Mediation Board asked President O. M. Orton of C. I. O.'s International Woodworkers of America to let 12,000 Northwest loggers go back to work on lumber needed for defense building, pending Board study of their demands, President Orton refused with the roar that this was an "all-out labor busting and strike-breaking device."

Both of these actions were shockers. But even they were surpassed by the strike which suddenly began at the North American Aviation plant in Inglewood, Calif. on June 5. To Washington had gone representatives of the management and of the local C. I. O. United Automobile Workers union (aircraft division) to argue before the National Mediation Board the union's demands for a 75¢ per hour starting wage and a blanket 10¢ an hour raise for all workers. There both sides had agreed that there should be no stoppage of work until at least three days after the Mediation Board had made its recommendations. But while the Board was ponder-



GOODMAN

ing, back in Inglewood the local union president named William P. Goodman decided that it was "stalling the workers." He called the strike which promptly stopped work on \$200,000,000 worth of military plane orders.

This time, according to an anonymous Administration official, the President's patience was "taxed and broken." From the White House came an announcement that the Army would take over the North American plant unless the strikers returned to work at once.

No Peace. Onto the spirited little blaze of peace talk which followed Ambassador Winant's sudden, mysterious return from London, President Roosevelt dumped a bucketful of cold water. There had been, he declared, "not even a tenth cousin of a peace offer." It was Nazi propaganda straight out of Berlin.

Syria Next. The "wait-and-see" policy of the Vichy Government raveled out to an end last week and France faced the historic decision of making a stand against the Germans or going actively along with them. All the indications were that France would go along. German engineers and airport ground crews were already overrunning Syria to pave the way for German occupation. Germany was asking for French ports on the North African coast and probably also for Dakar on the western coast. If there was any hope left of French resistance to German demands, it rested with General Weygand, commander of the French armies in Syria and Tunisia, who last week flew to Vichy and reportedly berated Vice Premier Darlan for his "cowardly" policy.

Syria looked like the next battlefield. British forces under General "Jumbo" Wilson gathered in Palestine and Iraq where a pro-British regime was back in power. British planes dropped bombs on Beirut, the French capital in Lebanon. General Charles de Gaulle claimed many desertions from Weygand's army to his own Free French forces.



WEYGAND

A Fine Man. Babe Ruth, who once was jealous of Lou Gehrig, came to Lou's bier and wept. At the age of 37, First Baseman Gehrig had died of a rare kind of sclerosis. Groping for the right thing to say about the old Iron Horse, sportswriters ignored his great record—his 15-year batting average of .338, his 403 home



BABE RUTH AT LOU GEHRIG'S BIER

runs, his record of 2,130 consecutive games. They described his modesty, honesty, simple good sportsmanship. The best they could do was echo his former manager's words: "He was a fine man."

"Dearest Deanna." Next to the U. S., Canada and Britain, Deanna Durbin is most popular in Italy. Last week Mussolini's own newspaper burst forth with a passionate appeal:

"Dearest Deanna, in the past we always had a soft place in our heart for you. However, today we fear that you, like the remainder of American youth, are controlled by the President and perhaps tomorrow will see fine American youth marching into battle in defense of Britain. . . . If you only knew how good and beautiful are the children of Rome and Berlin and how much poetry there is in the youth of Europe, then you wouldn't listen to your and our enemies."



DURBIN

Unfinished Face. One of the most striking faces of the war appeared in New York last week. It was that of Flight Lieutenant Richard Hillary of the R. A. F., newly assigned to the British Purchasing Commission in the U. S. In one of the great air battles of last September, Hillary's plane was shot down in flames. He landed by parachute, horribly burned about his face and hands, and spent six months in hospitals. A plastic surgeon, Dr. A. H. McIndoe, grafted new eyelids and a new upper lip from the skin of his arm, leaving him scarred but able to speak, smile and close his eyes. "The doctor," said Hillary last week, "is still only one-quarter finished with me."



HILLARY

PICTURE OF THE WEEK

Easily the equivalent of a fat monograph on the morale of America's citizen army is the picture on the opposite page and accompanying letter, which were sent to LIFE last week by Private Stewart L. Elliott of Headquarters Battery, 63rd Field Artillery Brigade, 38th Division, Camp Shelby, Miss. He wrote: "There is a standing joke in the Army that only two sizes of clothing are issued—two (too) large and two (too) small. This seems to be an excellent example of size too large! The fatigue suit was issued to Private Forest Hunter of Charleston, W. Va., but Private Frank Doolin of Hopkinsville, Ky. climbed into the rumble seat to help take up the slack."

On second thought, Private Elliott added a postscript: "The laughing manner in which the boys take this seems to be an excellent example of the spirit in which they take all the inconveniences of life in an Army camp."



Army Equipment: At Camp Shelby, Miss.
Private Doolin helps take up the slack
of Private Hunter's denim fatigue suit

THE WAR IN THE MEDITERRANEAN

G R E E C E

BRITISH EVACUATE 48,000 BADLY BLITZED TROOPS IN ALL KINDS OF BOATS AGAINST A BACKDROP OF FLAMING SHIPS AND CITIES

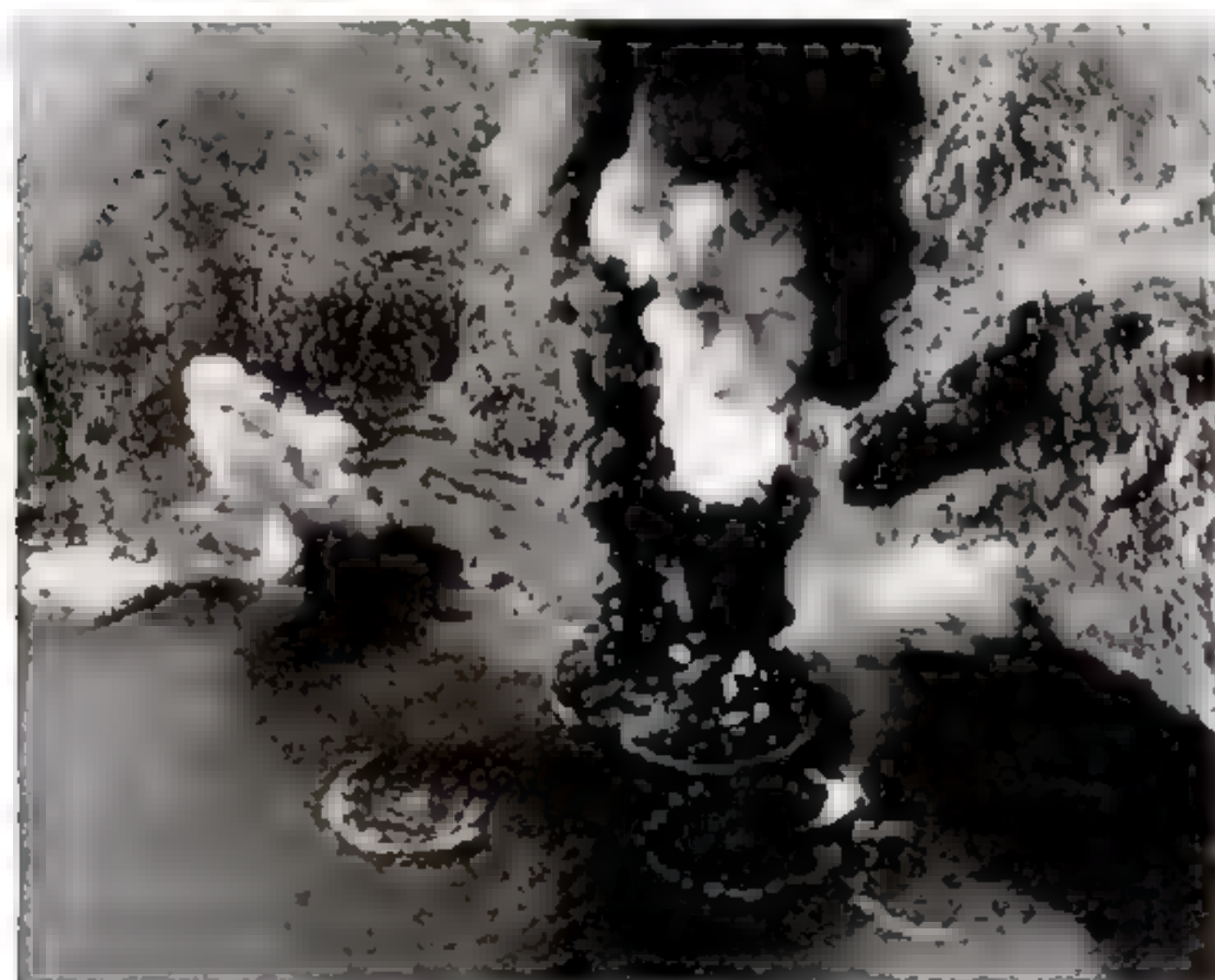
Of the 60,000 British troops who fought in Greece, 48,000 were evacuated to live and fight again. Here in these grim pictures are some of them. Others got away on destroyers, in fishing smacks, yachts, on tramp steamers. Four British airmen, two Greek, and two nursing nuns escaped all the way from Athens to Alexandria—600 miles—in a motorboat.

The British began pulling out on April 20, ten days after the Germans attacked. Fighting rearguard

actions down the entire length of the Greek peninsula, they got away from small ports and beaches. Nazi bombers searched them out, pounding them as they hid in fields and gulches waiting to be taken off. Once the men were on ships, sleeping from exhaustion like the English soldiers on the opposite page, they were strafed and dive-bombed, sometimes for three hours at a time. Some were so tired they did not even wake up during the bombing attacks.

As at Dunkirk, the British had to leave all their heavy equipment behind. Unlike Dunkirk, their evacuation was not protected by R. A. F. planes.

The evacuation from Greece was the fourth and—until Crete—proportionately the costliest of the war. Two British destroyers sank off Greece as compared with six at Dunkirk. Of the 49 desperately needed destroyers the British have so far lost in the war, 24 have been sunk during evacuations.



Raid by Nazi bombers on an evacuation point sets ship aflame from near misses (right), blows up second ship in a mass of smoke and flame (center) and damages third ship (left).



Not maneuvers but the real thing. This picture shows British searchlights and anti-aircraft tracer shells criss-crossing the sky above a Greek city at night to ward off dive bombers.



Aboard the rowboat "Loula" (see Greek lettering painted on the stern), six members of the R. A. F., including a captain seated in the bow, are rowed out to a big Sunderland

flying boat (whose anchor cable is visible in the foreground) by two Greeks, one of whom is a sailor in the Greek Navy. Several Sunderlands were used to fly R. A. F. men to Egypt.



Exhausted English troops sleep half-propped up on the deck of a Greek coastal steamer whose deck is so narrow that the men have no room in which to stretch out their legs. Except for

the second man from the right, who belongs to the Royal Signals, the rest are from the Royal Army Ordnance Corps. The bald-headed man is a sergeant who uses his gloves for a pillow.

(continued)

THE WAR IN THE MEDITERRANEAN

TOBRUCH IN THE LONGEST SIEGE OF THE WAR A BRITISH GARRISON STILL HOLDS LIBYAN PORT ATHWART AXIS LINES STRIKING TOWARD SUEZ

After seven weeks of siege an Australian and Indian garrison of some 20,000 men was still holding out at Tobrukh last week in the longest siege of the war. These pictures give a glimpse of what their life is like, cut off in Libya with their backs to the Mediterranean, 400 miles by ship to Alexandria and 100 miles across enemy held desert to the nearest British lines near Salim.

They are able to hold out because, although iso-

lated, they are not surrounded. So long as the British Fleet controls the coastline, supply ships can continue to slip in with food, munitions, water and occasional reinforcements from Alexandria. In a pinch the Fleet might even let loose a salvo at the Axis forces pressing in on Tobrukh. R. A. F. bases within Tobrukh itself give the garrison some aircraft support and letters are even sent and delivered by air mail.

It is not a pleasant life, however. There are no leaves. The rations have a "sandy sameness." The water tastes of chlorine. By day the thermometer tops 110°, making metal so hot that to touch a tank or bayonet blisters the skin. Yet at night it is bitter cold. Fierce desert sandstorms halt the fighting for days. To relieve the monotony the garrison holds rifle shooting contests and makes bets on how many ships will dodge in and out of the harbor safely.



Tattered British ensign flies from right side of original Italian flagstaff at Tobrukh harbor. Note sunken ships, mostly Italian, including 15,000-ton *Figuria* beached in distance.



Captured Italian ammunition boxes, weighed with stones, help protect British anti-aircraft crew, using improvised sights, on a beach from splinters of bombs dropped by enemy planes.



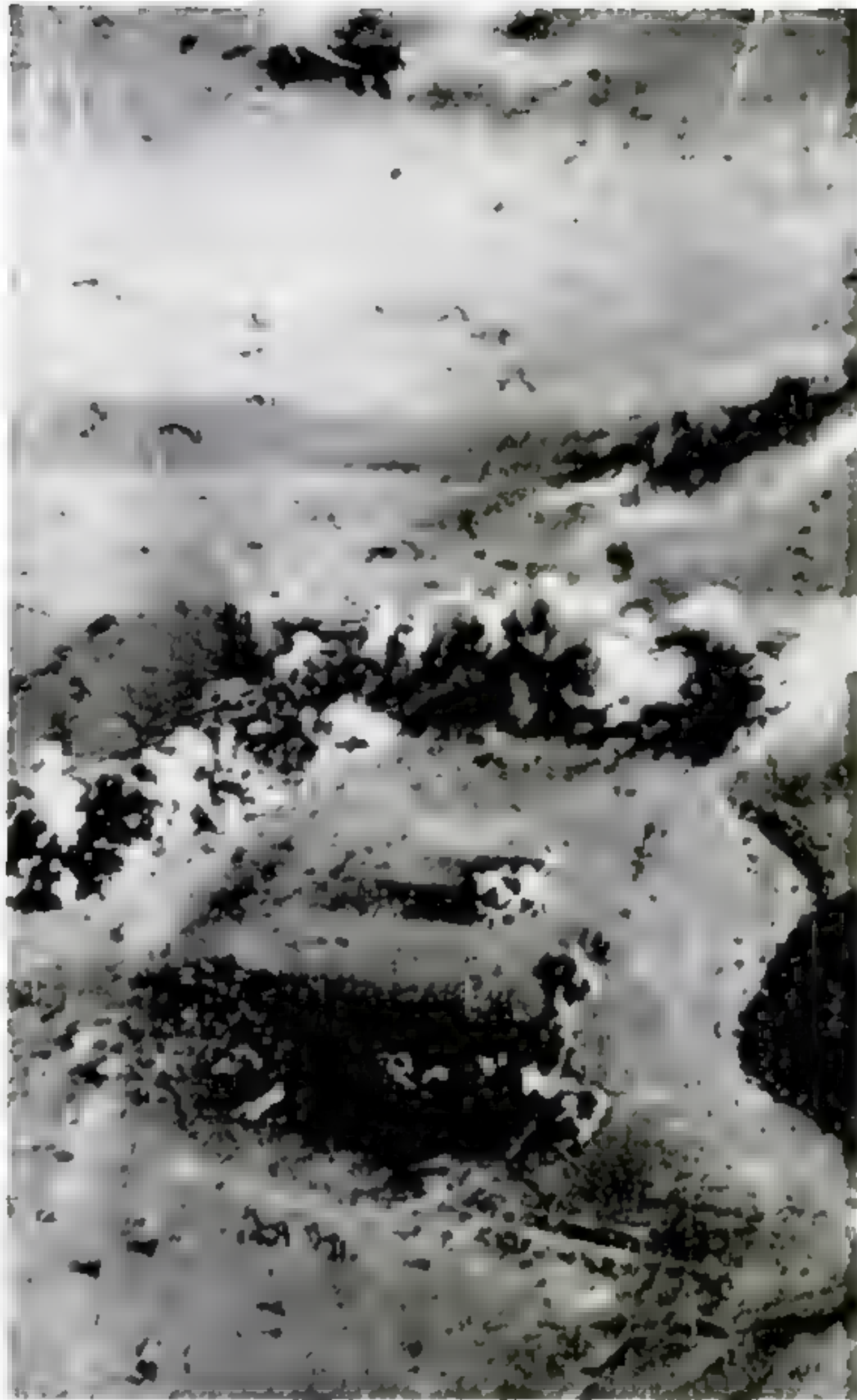
Anzac defender sleeps propped up in a blanket in a shallow trench dug in the desert inside Tobrukh's 12-mile arc of defenses. His helmet, shoes and bayonet scabbard lie nearby.



Captured Italian water tank brings chlorinated water to British troops who fill gasoline tins with the precious liquid. Aussie at right holds bottle of bitter ale, a favorite British drink.



Prisoners are blindfolded, like these Italians, when they are led through Tobruk defenses to prison camp so that if they escape, they will not have seen many of defenders' secrets.



Stuka dive bomber (at top of picture) takes part in raid on Fort Pilastrino where British hold a strong point on outer rim of Tobruk defenses which are twelve miles from town itself.



An Axis plane burns fiercely in distance after having been downed by British anti-aircraft. The mounds of dirt at right are for nearby wireless truck to back into during air raids.

Parked trucks, armored cars and staff cars have been spread out on field to avoid presenting a concentrated target. Craters that dot field are where light Axis bombs previously hit.

(continued)

THE WAR IN THE MEDITERRANEAN

MATAPAN BRITISH FLEET WON SEA VICTORY OVER ITALIANS

The Battle of Cape Matapan, in which the British Mediterranean Fleet defeated the Italian Fleet, was reported by LIFE (April 14), in drawings, one of which is reproduced below. These photographs show the first part of the battle, in which the advance British force of four light cruisers (*Gloucester*, *Orion*, *Perth* and *Ajax*) tried to lure the southern Italian battleforce into range of the British battleship force. They were taken by Torpedo Seaman Jack Keates from the deck of H. M. S. *Gloucester*. Day after the battle, Captain Back of the *Orion* wrote, mimeographed and issued to his crew a story of the action, part of which LIFE prints below. In the final part of the action, which was not clear when Captain Back wrote, the British battleforce sank two Italian heavy cruisers and damaged another.

By CAPTAIN GEOFFREY ROBERT BENSLEY BACK, R. N.

H. M. S. *Orion*, March 29, 1941

"At about 8 o'clock yesterday morning smoke was sighted, and in due course three Italian cruisers and some destroyers were made out. Two, if not all three of these, were 8-in. cruisers and our game was to lure them, together with their supporting force, on to our battle fleet, then a considerable distance away. During this phase they were firing steadily but not at a high rate of fire, and at first they were getting a number of salvos over as well as short. We made a few small turns toward and away to throw out their gunfire and after a time held a position just out of their range, though they gained bearing on us slightly.

"Then they turned right round on their tracks. We turned so as not to lose touch and worked round to a position astern of them, following them up.

"After some time of this their support in the form of a *Littorio* Class battleship appeared to starboard, steaming at high speed toward us. We turned away and increased speed and she opened fire at a range of about 30,000 yd. before we had completed our turn.

"The squadron made smoke which, when it had time to take effect, covered us. Being the lee ship, our own smoke did not cover us, but it looked comfortingly thick.

The enemy shifted his fire to the *Gloucester* which was the weather ship, and she had an uncomfortable time but was not hit. The destroyers tried to get across to cover her with smoke, but at the speed we were going (31 knots) had a job to get there and before they did a torpedo striking force from the *Formidabile*, which we had seen before we sighted the battleship, attacked the enemy and his attention was distracted. He ceased fire and turned to avoid the torpedoes and we drew out of range. [Here ends the action shown in pictures at right. — ED.]

"We ceased making smoke and were a bit surprised to find when it cleared that both the battleship and the cruisers were out of sight. We turned to close, but we were still out of touch when our own battlefleet hove in sight shortly after and we took a station ahead of them.

"After a while we were ordered to press ahead and locate a *Littorio* Class battleship reported as damaged and reduced in speed. The destroyers were organized as a striking force to attack it.

"We pushed on at 30 knots toward sunset and a striking force of torpedo bombers from the *Formidabile* overhauled us.

"As dusk fell we were for a time just able to make out what appeared to be three enemy cruisers, but they faded out again as it grew darker. Then a Brock's Benefit [Brock is the biggest British fireworks maker. — ED.] broke out ahead as the torpedo bombers' attack developed.

"By this time we knew that the enemy force in our vicinity now consisted of one battleship, seven cruisers and about ten destroyers.

"Later our own battle fleet bumped into two enemy cruisers and promptly crippled both."



1 At 7.55 a.m. on March 29, the British and Italian scouting forces made contact some 100 miles southwest of Crete. The crack Italian cruisers open fire at 32,000 yd., extremely long range for their 8-in. guns. Here the first shells are falling short of the *Gloucester*.



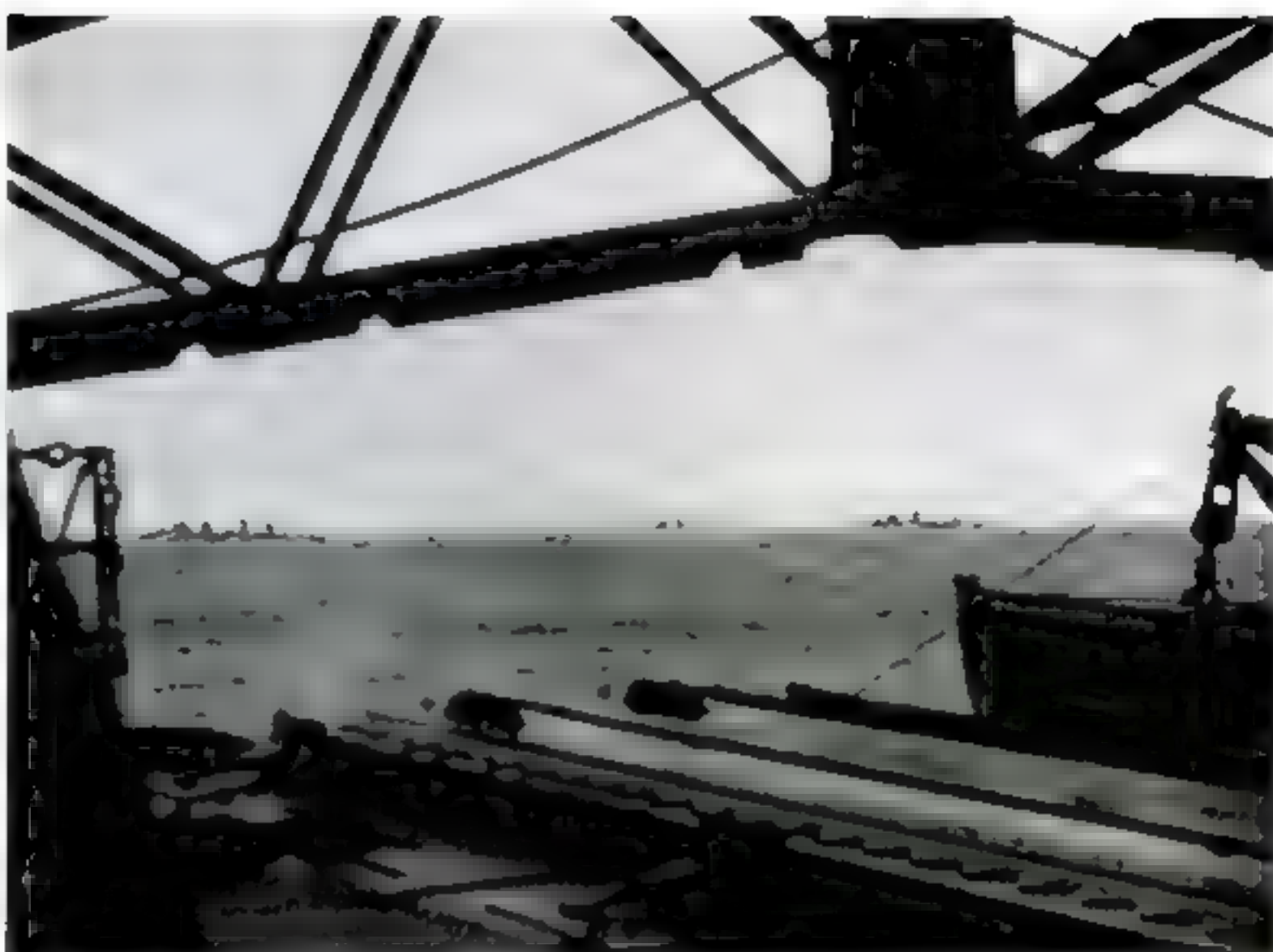
4 Unexpectedly, the Italian cruisers give up the chase, turn around in their tracks and speed away. The *Perth*, *Ajax* and *Orion*, in order to keep contact, swing about into column, here seen from *Gloucester*'s flight deck, and become pursuers instead of pursued.



7 *Ajax* and *Perth* race at full speed (note bow waves), black smoke pouring from funnels, white smoke from chemical pots on stern. *Orion*'s smoke now covers horizon. *Gloucester*, being to windward, gets no cover from smoke screens and is in a dangerous position.



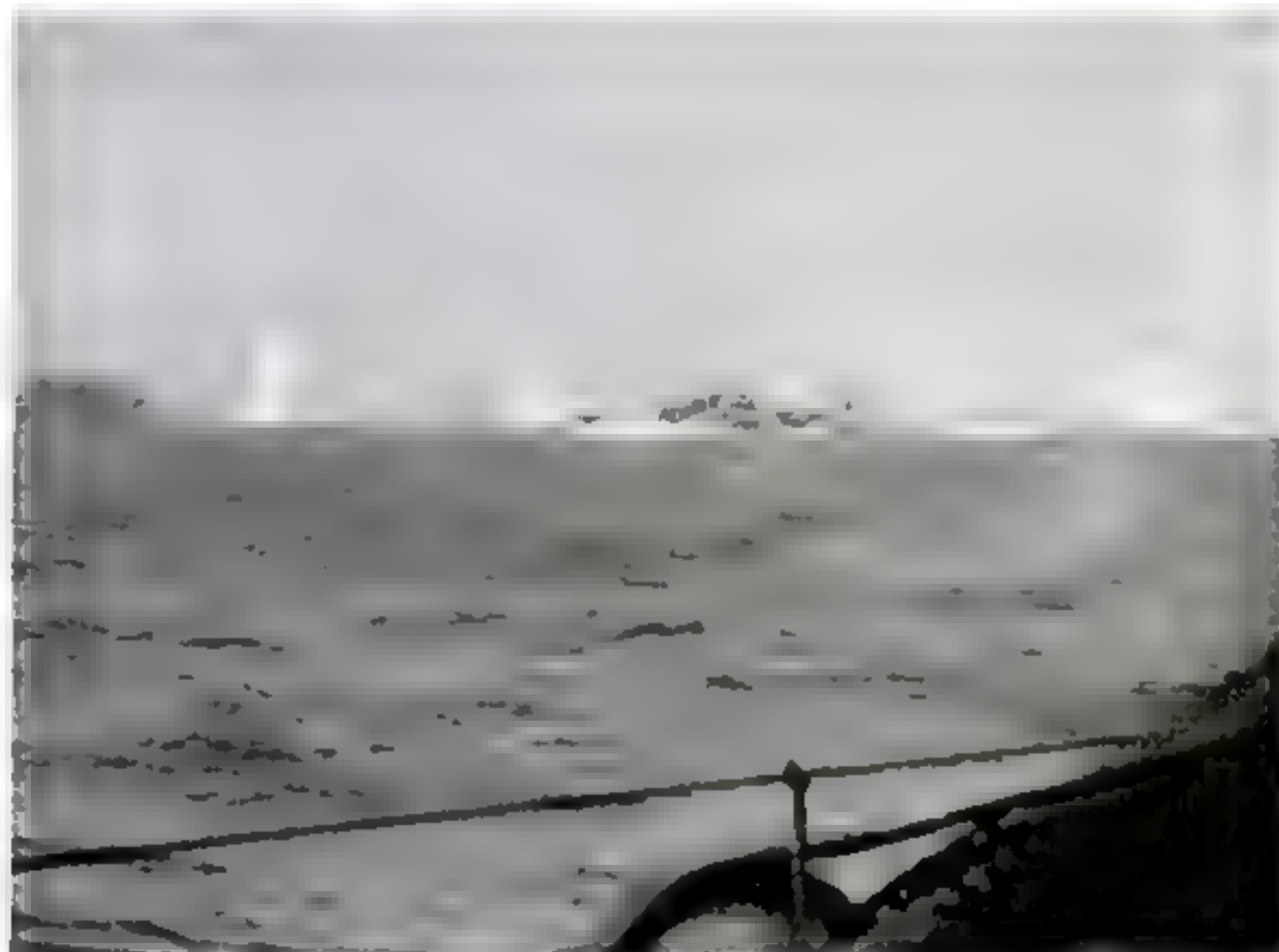
2 Up among the code signal flags flies the *Gloucester's* white ensign, traditional sign that battle has been joined. Now the scouting force has to carry out its plan—to lure the Italian ships back within reach of the main British Battlefleet, roaring up from far behind.



3 In staggered formation, the British cruisers now steam back toward their approaching fleet. Seen here above *Gloucester's* plane catapult are the *Perth* (left), *Orion* and *Agaz*, moving along at 31 knots. The Italian cruisers following them gun slightly, and fire slowly at extreme range.



5 Suddenly high sprays of spray rise up around the cruiser *Orion*, flagship of the British scouting force. The Italians have turned the tables on the British and led them into range of the 15-in. guns of the battleship *Vittorio Veneto*, which now races up for the kill.



6 The British are fully turned away from the trap as another salvo falls short. The ship seen here is the cruiser *Perth*, but the three 100-ft. splashes of this 15-in. salvo from *Vittorio Veneto* was intended for *Orion*, whose protective smoke screen can be seen starting at the far left.



8 A 15-in. shell roars through the uncovered *Gloucester's* rigging and splashes 20 yd. beyond. Splinters scar the side. This shot is much too close for comfort and the destroyers are running full out to cut across the *Gloucester's* bow and cover her with a smoke screen.



9 The last shell falls closer still. Now torpedo bombers dispatched from the British aircraft carrier *Formidable*, far in the rear, swing in to attack the *Vittorio Veneto*, which ceases firing and turns away. The scouting phase of the Battle of Matapan is ended. The time is 11:30 a. m.



Prissy Congressman Joseph C. Baldwin kisses the
hand of Mrs. Vanderbilt at her greatest party



MRS. GEORGE W. KAVANAUGH (LEFT) AND LADY DECIES WORE THE MOST JEWELRY

MRS. VANDERBILT'S FAREWELL TO 5TH AVE.

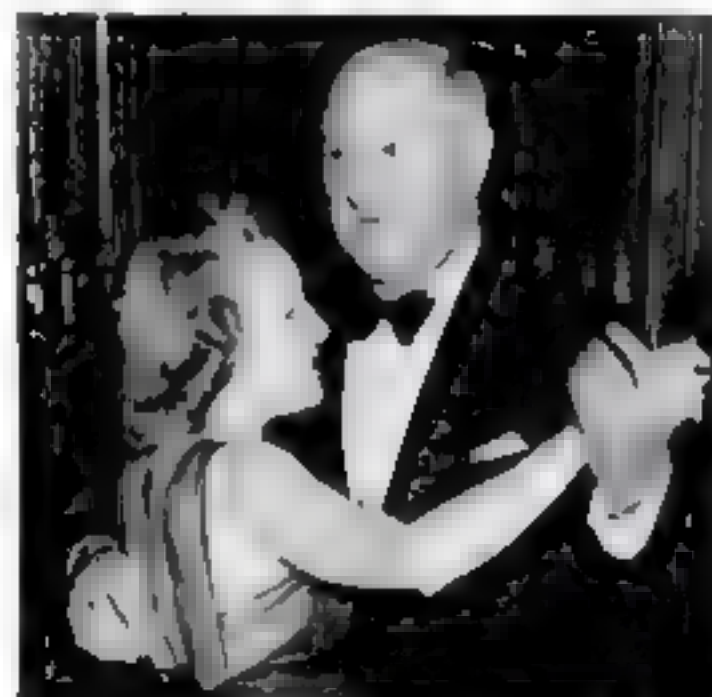
Six years ago Mrs. Cornelius Vanderbilt's rebellious son Cornelius Jr. published a memoir entitled *Farewell to Fifth Avenue*. On June 4, these words came true when his mother, last of New York's old-line Society leaders, gave her final but most terrific splurge in the vast and venerable Vanderbilt mansion at 640 Fifth Avenue. Eighteen hundred guests, wearing over \$300,000,000 worth of jewelry and all their decorations, swarmed in. The Ball was a United Service benefit, supposedly open to the public, but at \$20 a couple the public was in a minority among a horde of Astors, Whitneys and Vanderbilts. Cholly Knickerbocker called it "Her Grace's Swan Song," because soon Mrs. Vanderbilt moves to a side street and her Fifth Avenue mansion will be torn down.



DORIS DUKE CROMWELL SIPES A DRINK



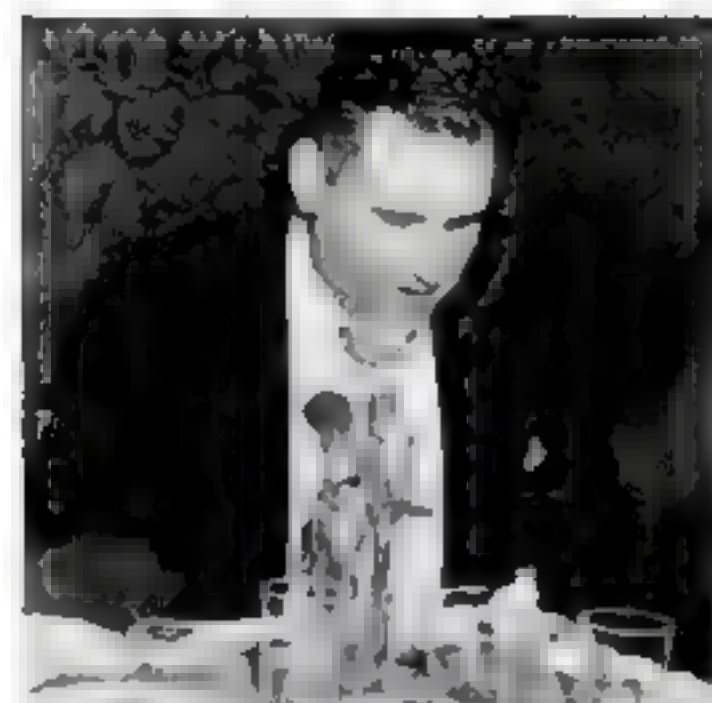
ROSEMARY WARBURTON IS AN EX-DEB



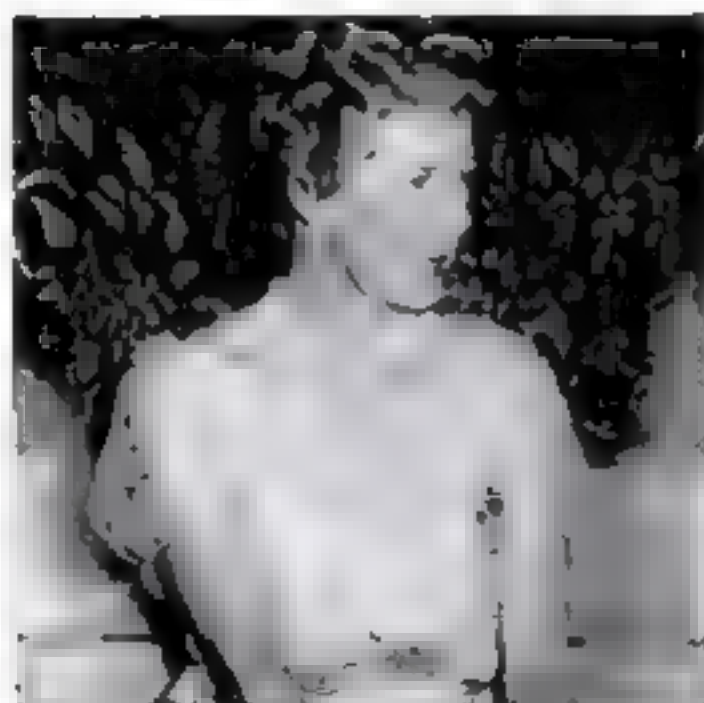
JIM FARLEY'S TUXEDO WAS BAD FORM



CORNELIUS JR. DANCED WITH BELLES



JOHN JACOB ASTOR IS OF RIVAL CLAN



MRS. HULL WAS MRS. VINCENT ASTOR



UNIFORMS AND JEWELRY MINGLED IN OUTER BALLROOM. WEEKLY PROPERTY TAX, \$1,325



GUESTS DINED IN PICTURE GALLERY ON SCRAMBLED EGGS, SAUSAGES, ICE CREAM



ONE COUPLE GOT OFF ALONE UNDER A HUGE TAPESTRY IN THE CENTRAL HALL



AT EVENING'S END, ONE GUEST SAVED OUT. MRS. VANDERBILT'S HUSBAND DIDN'T COME



Berlin, den 27. Januar 1859.

Ihre Königl. Hoheit die Prinzessin Hermine, Gemahlin Seiner Königl. Hoheit des Prinzen Friedrich Wilhelm von Preußen ist heute um 3 Uhr Nachmittags zur Freude Seiner Königl. Hoheit des Regenten, Prinzen von Preußen, und des ganzen Königl. Hauses im Königl. Palais hier selbst von einem Prinzen glücklich entbunden worden.

Ihren Majestäten dem König und der Königin ist von diesem frohen Ereignis sofort auf telegraphischem Wege Meldung gemacht worden. — Den hiesigen Gemüthern wurde dasselbe um 4 Uhr durch Lösung der üblichen Kanonenschüsse verkündigt.

Die hohe Hochzeitsfeier, so wie der neugeborene Prinz befinden sich im höchsten Wohlfahrt.

DEATH ENDS EX-KAISER'S 82-YEAR PICTURE STORY

Last week ex-Kaiser Wilhelm II of Germany died in exile at Doorn, Holland. He was 82 and even his final claim to fame—that for four World War years he had been the most hated man in the world—had long since been snatched from him by one of his former corporals, Adolf Hitler.

Wilhelm II was born with a crippled left arm which later withered. Prissy court etiquette hindered doctors in attending his mother at childbirth and a midwife may have injured the baby's arm. As a boy, "Kaiser Bill" was up at 5 a. m., studying eleven hours a day. He was whipped into riding bareback despite his useless arm.

When his father died, Wilhelm ascended the throne at 29. He believed in the divine rights of kings, had his own uniform for every regiment, ended letters with *Gott mit uns* and felt that par-

liaments, trade unions and Catholics were confounded nuisances. To a German punitive force in China, he commanded: fight "just as the Huns."

At Versailles the Allies demanded that the ex-Kaiser be brought to trial and charged with starting the war, but the Dutch refused to extradite him and interest in "hanging the Kaiser" declined. The old man bought a house at Doorn, wrote memoirs, grew a beard, sawed wood.

He followed this war by sticking pins into a map and although he considered Hitler an uncouth upstart, he envied his victories. A militant German to the very end, the ex-Kaiser is to be buried at Doorn at his own request in the uniform of a Field Marshal. The Nazi press low-rated him as being an unimportant figure in another era who was too "weak" to give Germany her "place in the sun."

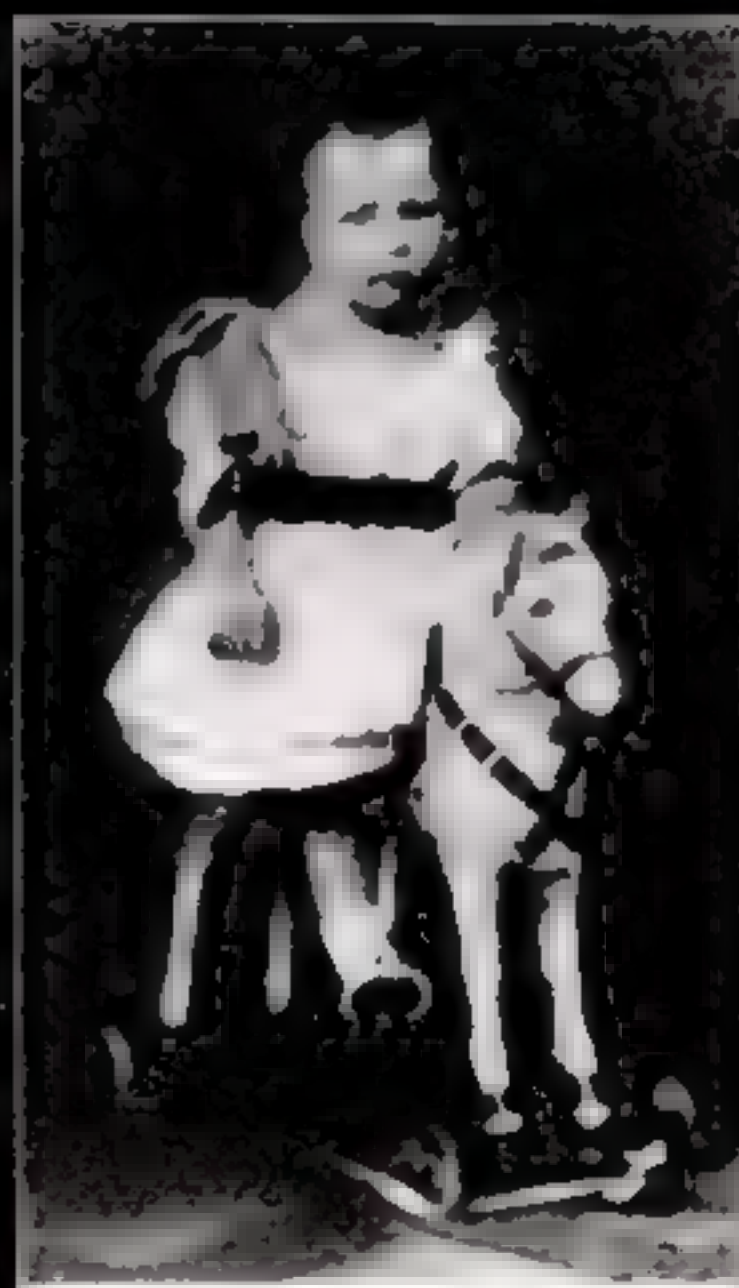
NEWSPAPER EXTRA ANNOUNCED WILHELM'S BIRTH IN 1859



At age of 2 he sat on the lap of his fond grandmother, Queen Victoria of England.



He played in a rocking-boat ship named Fortuna. The ship had a mast and a flag.



On hobbyhorse at age of 4. Riding it was difficult because of his withered left arm.



At age of 10 he haughtily wore his first uniform and carried a white-plumed shako.



He was lieutenant in Guard Regiment at 10 following Hohenzollern family custom.



Hiding useless left hand, his determined expression reflects his Spartan upbringing.



Family group shows Wilhelm (left) beside his English mother and Prussian father.



With his mother in his teens. She called him "green, moody, bumptious, despot."

New INTERNATIONAL *De Luxe* DELIVERY TRUCKS



ALL-STEEL STREAMLINED METRO BODIES

MULTI-STOP delivery is their meat—they literally eat it up! These new all-truck Internationals with handsome all-steel Metro Bodies are skilfully planned units from the ground up—not just a body builder's conversion of an all-purpose chassis. They are designed and built to carry bulky loads more easily, to make more stops in less time. They handle freely in traffic, park quickly in less space, conserve drivers' energy.

The beautiful and trim Metro Bodies—exclusive with International—lend distinction and prestige to your business; provide comfort, safety, and loading-and-unloading convenience for the driver.



SEE THE NEW
GREEN DIAMOND ENGINE

Low operating cost, an outstanding feature of the new K-Line Internationals, will cut your delivery expense. These new multi stop Internationals are powered by the great, new Green Diamond Engine, built by International Harvester as a truck power-plant exclusively.

Compare these outstanding Internationals with any other delivery trucks. Ask for a demonstration—test them on your own routes. You'll find new delivery performance and satisfaction at much lower costs. See any International dealer or branch. Write for catalog.

INTERNATIONAL HARVESTER COMPANY
180 N. Michigan Avenue Chicago, Illinois



METRO MAGIC DOOR—exclusive, patented! Double and single hinged doors are also available.

Check These Features

Double the payload space on the same wheelbase length.

All-Steel Construction engineered for greater proportion of payload

Easy to work on route—easy to load and unload.

Easy to handle in traffic—easy to park in small space.

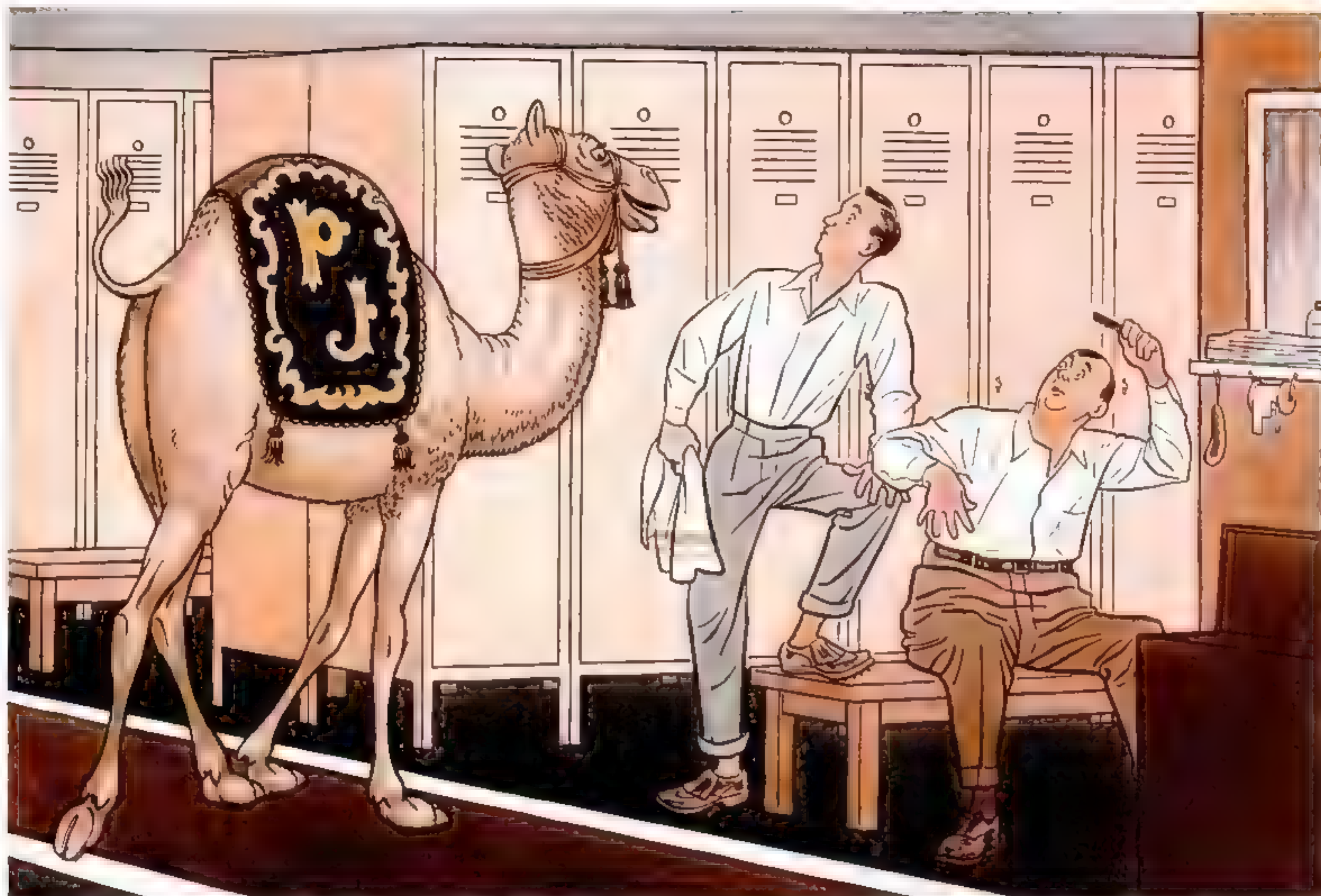
Roomy driver compartment.

Low single-step entrance, high, wide, side-door openings.

Double-anchor hydraulic brakes, longer, easier riding springs

Modern insulation, refrigeration insulation also available.

TWO MODELS The K-1 M, $\frac{1}{2}$ ton chassis, and K-3-M, 1-ton chassis. Both built in 102-inch wheelbase for the 7 $\frac{1}{2}$ -foot body; and 113-inch wheelbase for the 9 $\frac{1}{2}$ -foot body.



"Pardon, Effendi, did you mention whiskey?"

MANI: Oh come now—if we were discussing pyramids or palm trees, you might be of some help. But what's a camel know about how to get the best buy in whiskey? And what are you doing in this locker room, anyway?

CAMEL: A thousand pardons, effendi—but I am merely performing my life work. Wherever voices are raised in discussion of whiskey, there I go. You see, I am a symbol—the symbol of *dryness* in whiskey.

MANI: All this is very interesting, my long-lipped friend. But what has dryness to do with whiskey?

CAMEL: I'm glad you asked me that, oh son of a thousand wise men. For *dryness*, believe me, is a much-to-be-desired quality to look for in a whiskey. Dryness—or lack of sweetness—is the quality that allows one to enjoy the true mellow flavor and delicate aroma of a whiskey—unaltered and unimpaired!

MANI: H'm, you must be a *college* camel—all that makes a lot of sense. But isn't that rare quality of dryness sort of expensive?

CAMEL: Come closer, little brother—and tune your ears to sweet music: There *is* a whiskey called

PAUL JONES that possesses this quality of dryness to a remarkable degree. It is a rare whiskey—and a *rare* buy! Its price, as many wise whiskey buyers know, is very moderate. In fact, so many people have discovered this great buy, that its popularity has increased five times in the last two years!

MANI: Say, thanks—I'm glad to learn about this **PAUL JONES**. Won't you play a round of golf with us tomorrow?

CAMEL: Ah, effendi, my regret knows no bounds. I play only the 19th hole.

*The very best buy
is the whiskey that's dry*

Paul Jones

THE STRAIGHT WHISKIES IN PAUL JONES ARE 4 YEARS OR MORE OLD
A blend of straight whiskies—90 proof Frankfort Distilleries, Inc., Louisville & Baltimore





With his fiancée, a princess from Schleswig-Holstein. They wed in 1881.



His first child was Friedrich Wilhelm, born 1882. Kaiser wore military uniforms, liked to play with rifles.



He became Kaiser in 1888. To save the state 10,000,000 marks, he forewent a coronation and received these 21 German princes as a sign of the Reich's greatness.



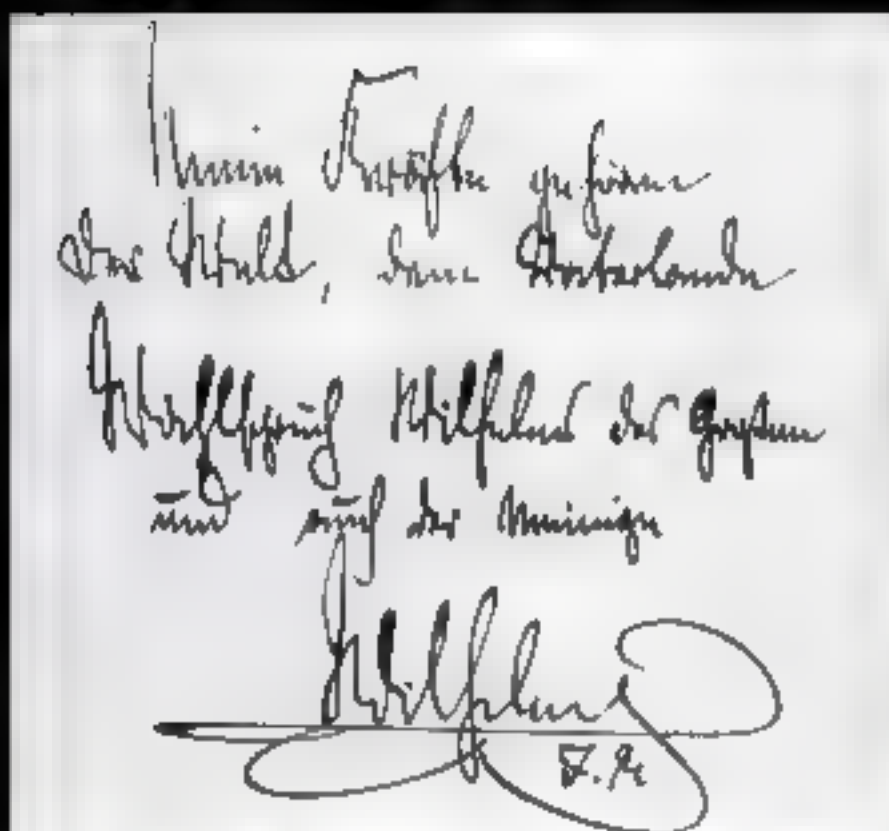
He inherited Bismarck (center) as Chancellor from his father's reign, soon broke with him. The mustiff is Bismarck's.



"Dropping the Pilot" was view Punch took of Kaiser-Bismarck break (1890).



With Count Helmuth von Moltke (right), the victor of the Franco-Prussian War, the Kaiser drove to the launching of the cruiser Falken. Kaiser in 1891.



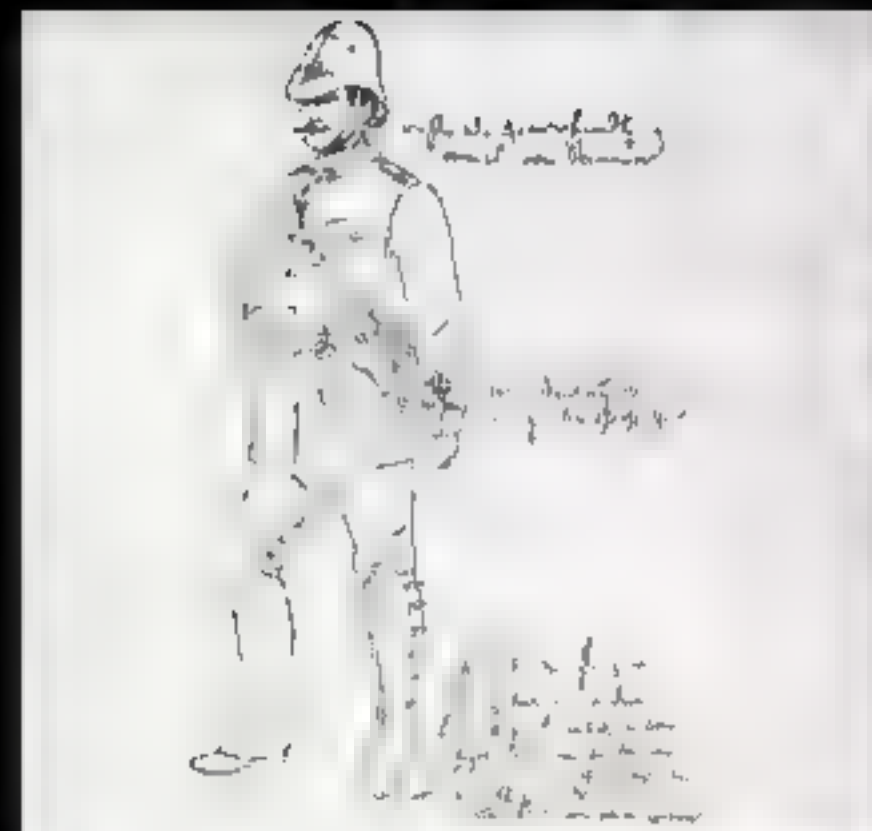
His motto was "My powers being to the world." In this under signature stand for "Imperator Rex."



As Scottish warrior, he attended costume party.



As Frederick the Great, his famous great-great-grandfather, he went to another ball.



He made marginal notes of sketches of uniforms for his growing colonial army in Africa.



He met Czar at Bjorko, Finland, in 1905 to win alliance. Cousins called each other "Willy" and "Nicki."



He greeted Edward VII, his British uncle, in Berlin (1909). Kaiser referred to him as "Papa."



He met Churchill in 1909, protested Germany sought peace.



With Von Tirpitz (center) he built a Navy to rival British.

"TELL ME ANOTHER" AND WIN \$5.00
says KLEENEX*



We will pay \$5.00 for every "Kleenex True Confession" published. Mail to KLEENEX, 919 North Michigan Avenue, Chicago, Illinois.

**If You Don't Succeed...
CRY, CRY AGAIN!**

IS MY MOTTO WHEN
WHEELING SOME NEW CLOTHES FROM
HUBBY. BUT I ALWAYS KEEP A BOX OF
SOFT, ABSORBENT KLEENEX HANDY TO
REPAIR MAKE-UP AFTER HE SAYS YES.

from a letter by M E
Portland, Ore.



Boy, Am I Popular!

I SHOWED THE WHITE
COLLAR GALS HERE
HOW TO MAKE CUFFS
OF KLEENEX TO SAVE
DRESSES FROM OFFICE
GRIME. REWARD: FOUR
KISSES... SO FAR!

from a letter by A B
Shreveport, La.

A Bird in the Hand...

IS WORTH TWO ON THE PLATE, WHEN
IT COMES TO EATING FRIED CHICKEN!
AND SINCE WE'VE "DISCOVERED"
KLEENEX THERE ARE NO MORE
GREASY FINGERS TO SPOIL THE FUN!

from a letter by S B St. George N Y



ADOPT THE KLEENEX HABIT!

KLEENEX* DISPOSABLE TISSUES

**I know—
Delsey is soft like Kleenex!**



DELSEY* TOILET PAPER

soft like Kleenex Tissues
double-ply for extra strength

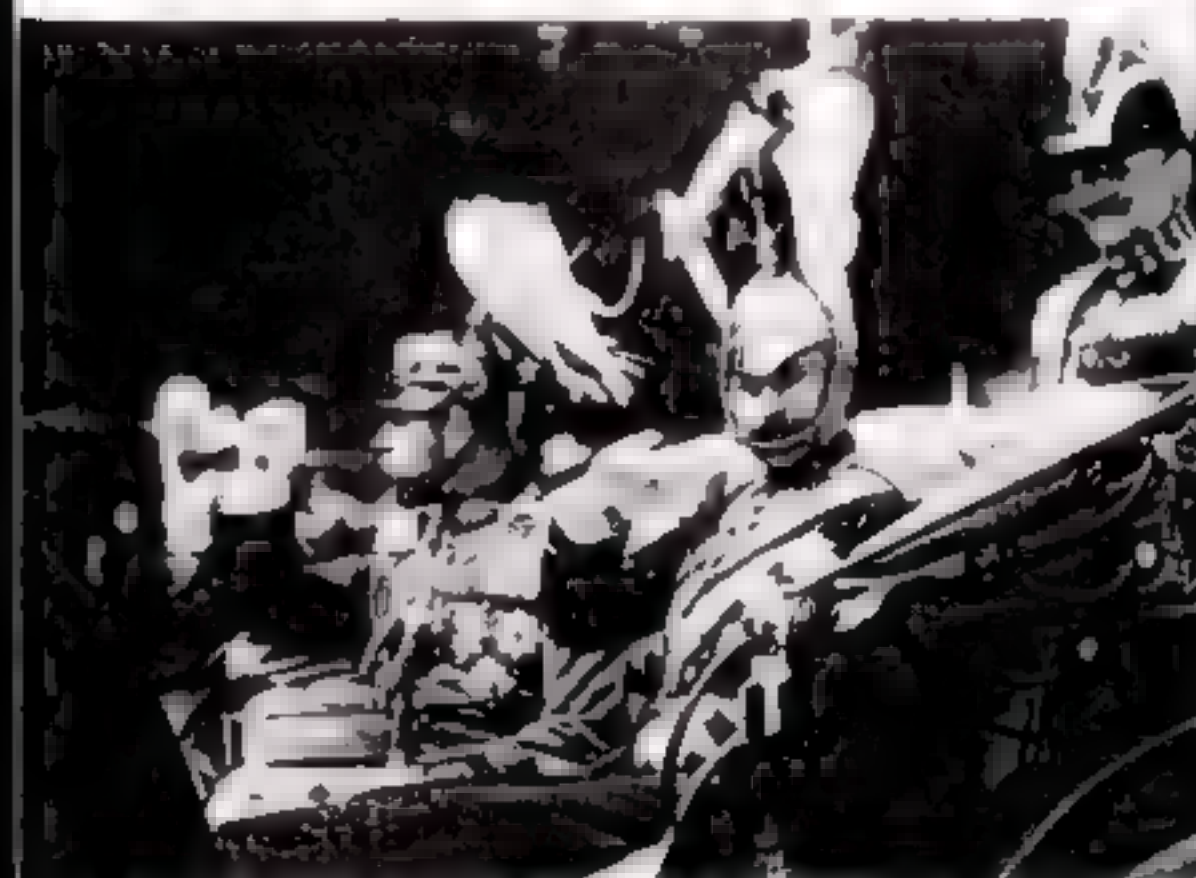
3 ROLLS FOR 25¢ - 12 ROLLS FOR 97¢

(*Trade Marks Reg. U. S. Pat. Off.)

Kaiser's life (continued)



He invited Teddy Roosevelt to be his guest in 1911. Teddy thought him really friendly. Said Kaiser: "When we two shake hands, we shake the world."



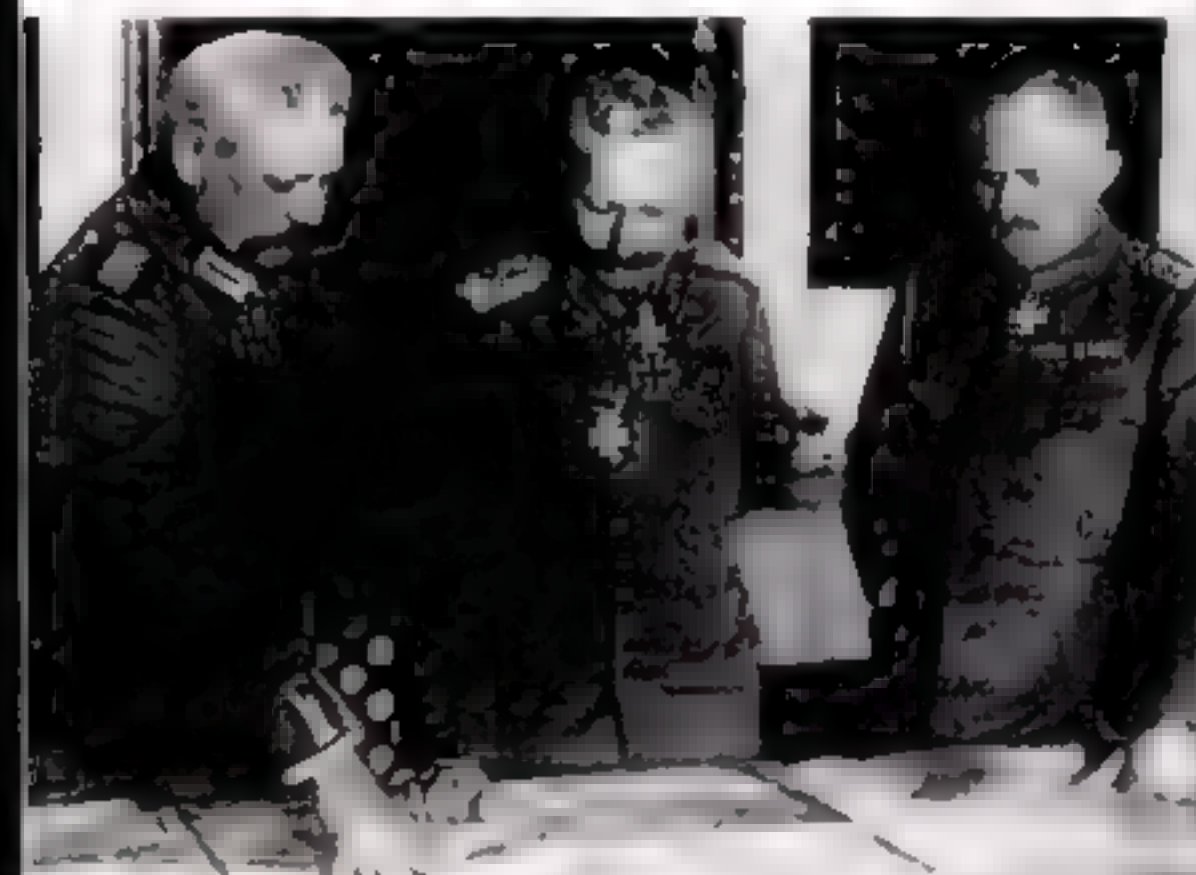
He invited George V, his British cousin, to Berlin in 1913. But when an Anglo-German rapprochement was affected during Second Balkan War.



In 1913 he attended maneuvers with younger Von Moltke (right).



In 1915 he wore his medals as he sampled soldier's food in France.



Hindenburg and Ludendorff (right) ran the war at the Kaiser's request, although Kaiser's decisions were made to look as though they counted.

CONTINUED ON PAGE 42

Footwork Makes the Athlete

ARE YOU READY NOW FOR TOP-SPEED PERFORMANCE?



The thing that has impressed me over a period of years in coaching is the ability of some men to play every play as though it were the only one in the game—put everything they have into it and then come up and do the same thing again and again—top-speed performance.

If you were asked tomorrow to give your top performance before a coach, could you do it? Some day, on a tennis court, on a gridiron, on a diamond, on a basketball floor or in one of the other sports, that's just what you are going to be asked to do and are you going to be ready? Physical fitness is not a thing acquired in a few minutes or a few months—it's constant care and training and watchfulness.

In my book on football, not only are there hints on how to pass, how to dodge, how to do various things, but also how to keep yourself physically fit and train your muscles so that instinctively, you do these things with a minimum amount of wasted energy. In sports and in life, it's the man who can travel at top speed in every play who wins. This book is not for the varsity athlete—it's written for the young chap who will be the varsity athlete in some field tomorrow. If you would like to have a copy when it is ready send your name and address to Keds Sports Dept., United States Rubber Company, Rockefeller Center, New York.

Frank Leahy

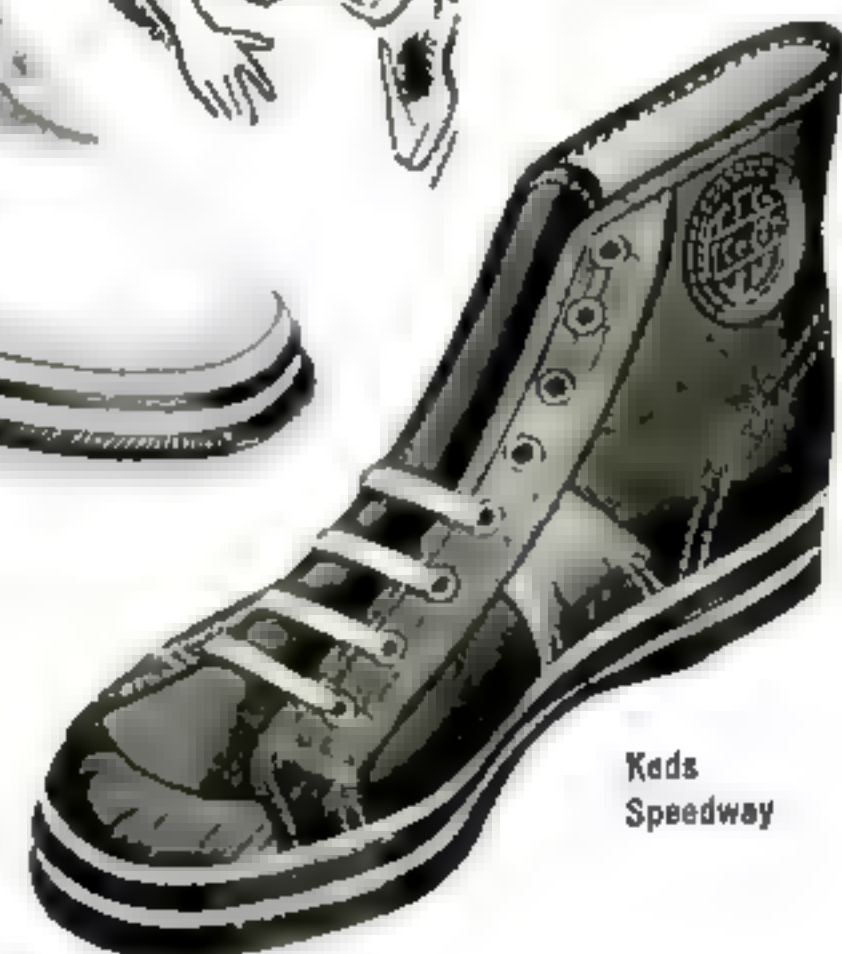
FREE



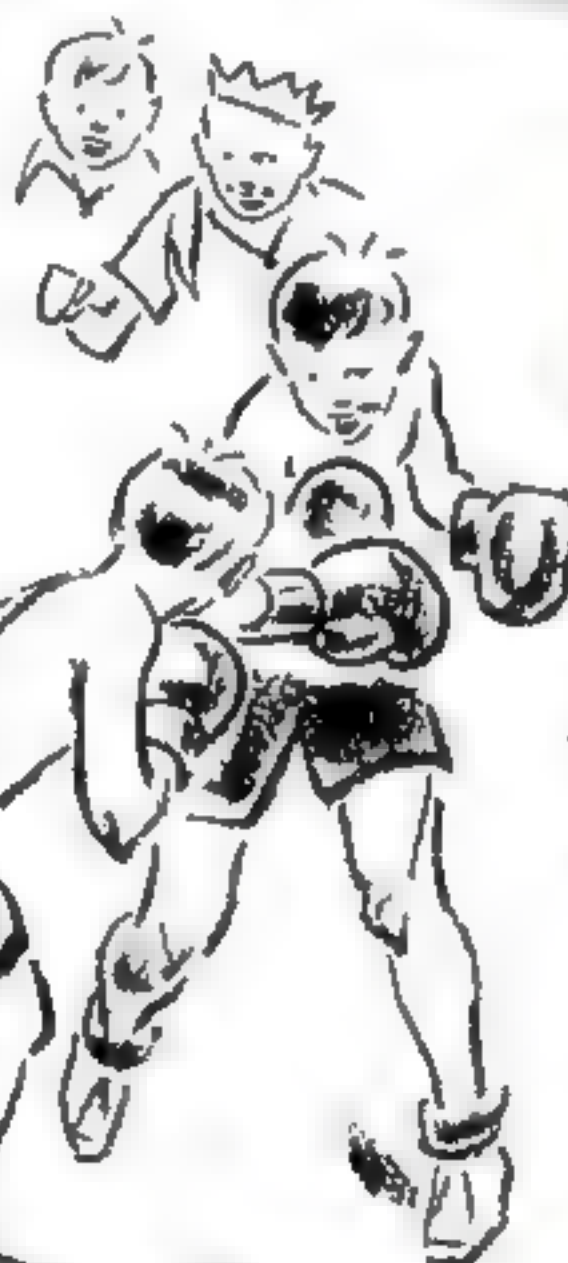
Keds are the natural shoes for training feet for future athletic success. They are light in weight, with ground-gripping soles for speed and precision.



Keds All Sport Oxford



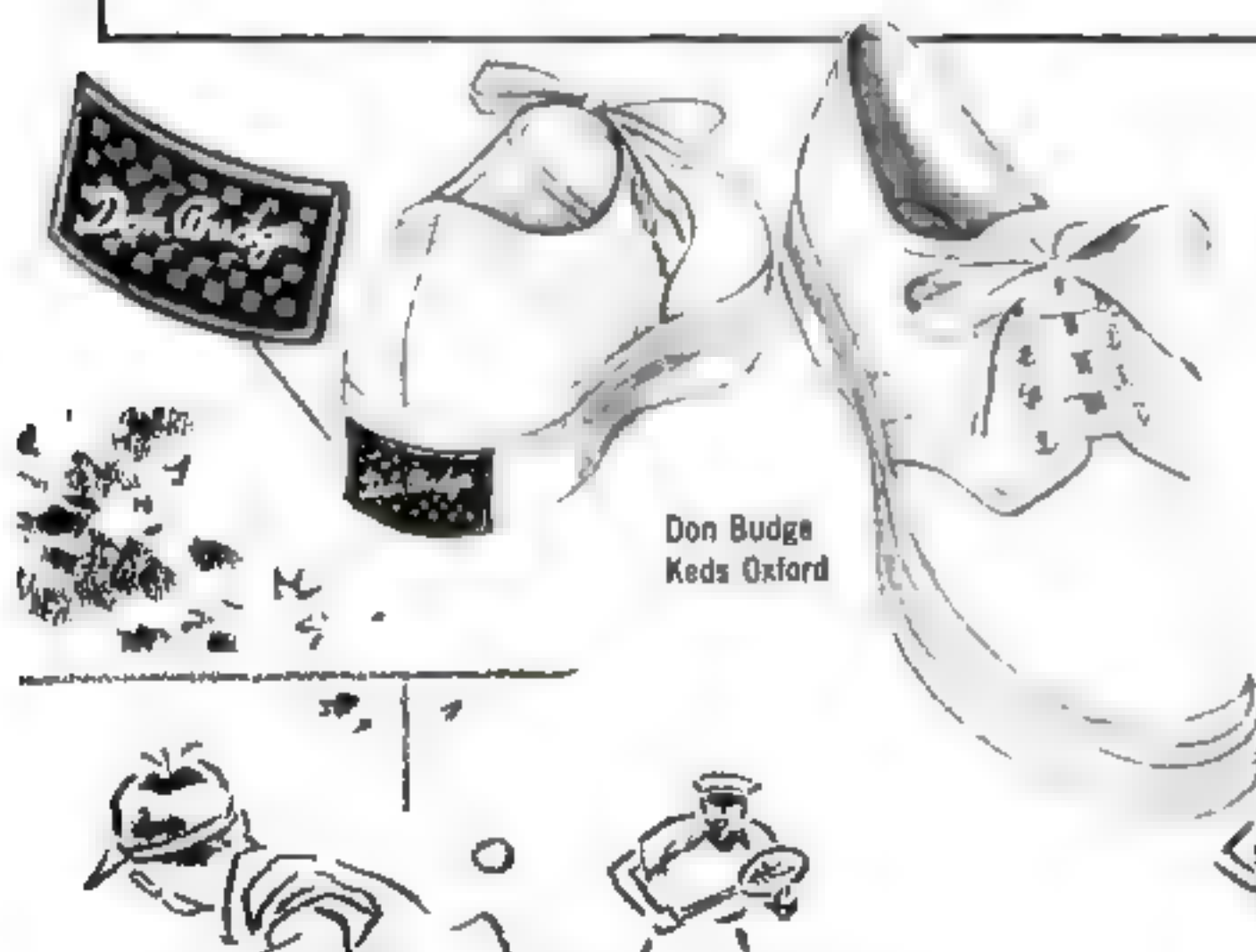
Keds Speedway



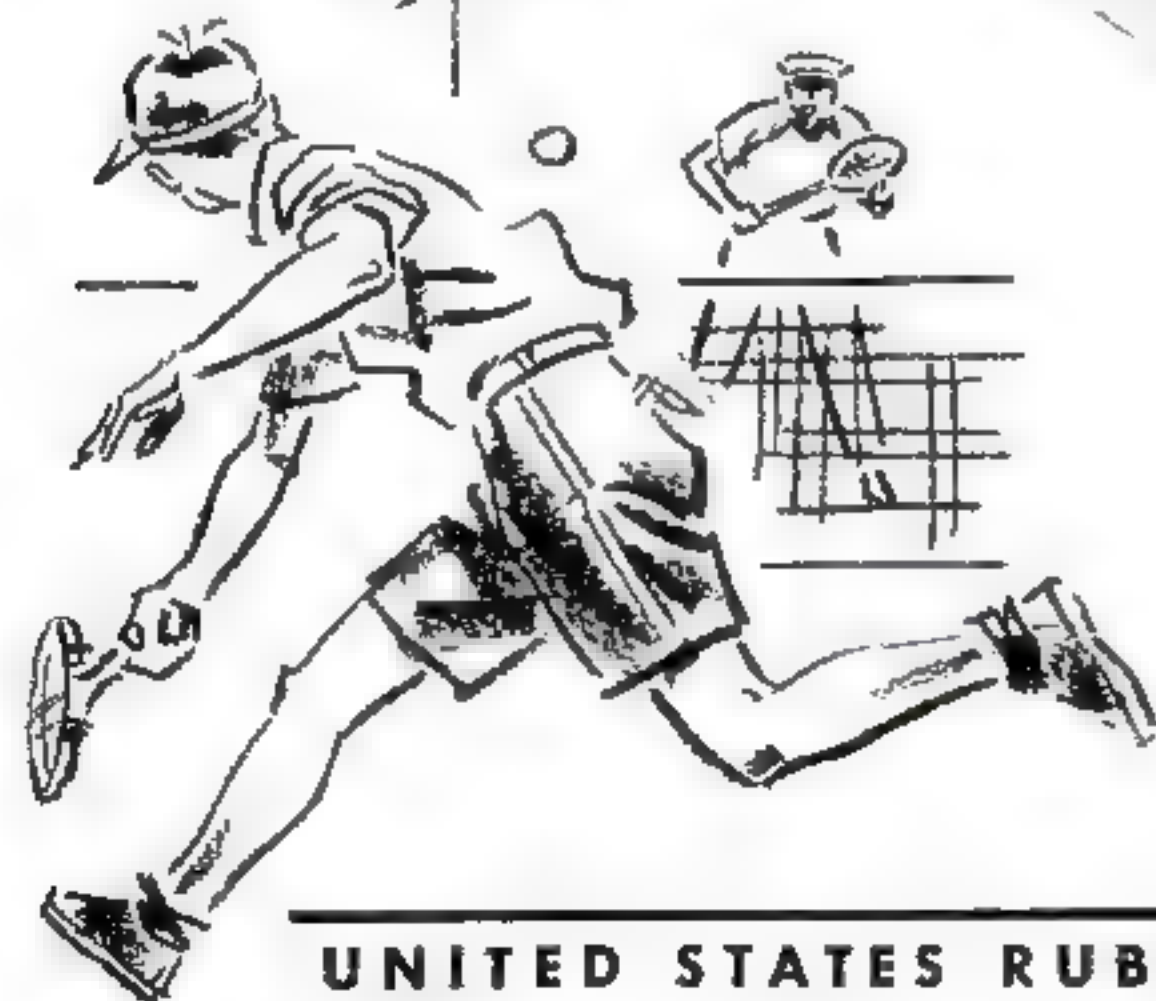
Keds Booster Oxford



Keds Runway Oxford



Don Budge
Keds Oxford



For Better Footwork
REG. U. S. PAT. OFF.
Keds
the Shoe of Champions

UNITED STATES RUBBER COMPANY • Rockefeller Center, New York



Whether of silk or nylon... every pair made with loving care... to bring you glamour, beauty, extra wear... Preferred by millions of women... Sold by over 6000 stores, coast to coast
SILK 79¢ to \$1.25—NYLON \$1.35 and \$1.50

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ROCK JUDSON, VERNER CO. OF N.Y. INC.

IT'S TIME TO BE SENSIBLE About Cigarettes

WE THINK that a cigarette can be successful without making extravagant advertising claims.

IN FACT, the only purpose of this announcement is to let you know that for 65 years we have been making finest quality tobacco products—and that we consider **CHELSEA** as fine a cigarette as we know how to make.

AFTER ALL, if you are going to be a regular **CHELSEA** customer, you must actually like **CHELSEA** better than ANY other brand. We believe you will.

24 for 15¢

← 4 MORE than the usual 20. To the pack-a-day smoker this means 1460 extra cigarettes per year



If your dealer cannot supply you, send \$1.50 for a carton containing 10 packs (240 cigarettes) to Reed Tobacco Co., Dept. L-6, Richmond, Va.



He fled by train into voluntary exile in Holland on Nov. 10, 1918.



He married Princess Hermine in 1922 after first wife died in 1921.



Sawing wood was his chief form of heavy exercise at Doorn where he bought a big house in 1920. Court etiquette was observed up to the end.



On 80th birthday he saw grandsons Oskar (left) killed in Poland, and Louis-Ferdinand, Nazi heir. All eight other grandsons are in the war.



Flavored with
**REAL
ROOT JUICES**
... not
imitation oils

5¢

When Your Eyes Are Tired DO THIS

Eyes tired? Do they smart and burn from overwork, sun, dust, wind, lack of sleep? Then cleanse and soothe them the quick, easy way—use Murine.

WHAT IS MURINE?

Murine is a scientific blend of seven ingredients—safe, gentle, and oh, so soothing! Just use two drops in each eye. Right away Murine goes to work to relieve the discomfort of tired, burning eyes. Start using Murine today.

MURINE
FOR YOUR EYES

CLEAN YOUR UPHOLSTERY & RUGS WITH



25¢ Bottle Cleans Sofa and 2 Chairs or a 9x12 Rug

Leaves no soap scum to fog colors

At 5 & 10c, Drug, Dept. and Housefurnishings Stores
CARBONA PROD. 304 W. 26th ST., N.Y.C.
Also makers world famous "Carbona Cleaning Fluid"

SHADE

MAKE-UP

for flattery

Your facial color scheme is young and lovely only when the tints blend gently . . . like natural, living colors. "Air-Spun" Make-up makes this possible! Because the tints and textures of "Air-Spun" Powder and "Air-Spun" Rouge are actually blended by racing torrents of air, they take on new, subtle softness . . . new, living, warm richness! • "Sub-Deb" Lipstick in coordinated shades completes the trio—a trio that can give you, not only a new make-up . . . but a new complexion!



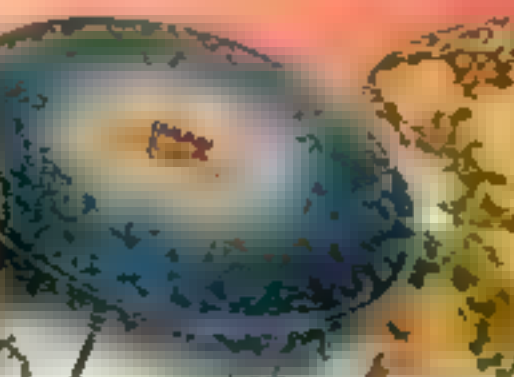
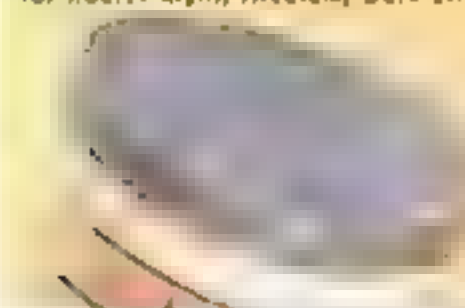
"AIR-SPUN" MAKE-UP

SIMPLE SHADE SUGGESTIONS

BRUNETTES		POWDER ROUGE LIPSTICK SUB-TINT	BLONDES	
LIGHT	DARK		LIGHT	DARK
Rachel No. 1	Soleil D'or		Rachel No. 2	Magnet Red
Dahlia	Medium		Light	Magnet Red
Dahlia	Medium		Bright	Magnet Red
Medium	Dark		Light	Medium



This new tinted make-up base gives your skin the soft, mat finish of dewy velvet . . . prolongs your make-up for hours! Light, Medium, Dark \$1.



NEW! "SUB-TINT" \$1 • "AIR-SPUN" FACE POWDER \$1 Choose "Air-Spun" Powder in your best-loved Coty scent! Each fragrance has "AIR-SPUN" ROUGE 50¢ • "SUB-DEB" LIPSTICK \$1 or 50¢ its individual box. (left to right) L'Origan, L'Aurore, "Paris", and Emeraude.



But where is the BORDER LINE, Dad?

"I'll tell you, Son, it's the nearest thing to an invisible line you ever heard of. You can't see it. You can't pick it up in your hands. It's just a place on the highway where Uncle Sam's country ends and Canada begins."

How true! For years, in other parts of the world, borders have bristled with guns; across them neighbours have faced each other with hate in their hearts. But in North America, the border has been an Invisible Line for more than a century, across which good neighbours join hands in trust and friendship. We Canadians are just plain proud of the kind of folks who live next door!

Last year, Canada was host to 14 million visitors from the United States. This year we're all set for the biggest summer ever, what with millions of old friends coming back, and new friends dropping around to get acquainted.

Like you, we're working full-speed-ahead with this job we have on our hands. But the Welcome Sign hangs high . . . the same old sign . . . always freshly painted.

So come on over to North America's Summer Playground. Let's show you a good time!

A Message of Welcome to our Good Neighbours from

EATON'S OF CANADA

THE NATION-WIDE RETAIL ORGANIZATION WITH DEPARTMENT STORES IN THE LEADING CANADIAN CITIES



You'll enjoy getting this useful
"Good Neighbour Travel Kit"

It Contains:

- Special Privilege Identification Card
- Booklet "Things You'll See Only in Canada"
- "Good Neighbour" Shopping Guide
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T. EATON CO.
CANADA

TEAR OUT AND MAIL THE COUPON BELOW

EATON'S OF CANADA, 190 Yonge St., Toronto

Please send me a "Good Neighbour Travel Kit" without charge

Name

Address

City State



American girls and curb service both tickled Philip. Every time a pretty girl passed, he rained away out of his car (above) and looked eagerly after her. Curb service (below) was like

having breakfast in bed. "You're just too lazy to go downstairs." After gobbling a hot dog, he ordered a hamburger, examined it closely and then asked where the ham was.



American automobiles made Philip gasp with admiration. He fingered the shiny bumpers and got interested in the workings.

BRITISH SAILOR BOY GETS HIS FIRST LOOK AT U. S.

The long rough trip from England to America gave Philip Gannister, gunner on a British tanker, a great thirst. As soon as his ship docked at Baltimore recently, he slipped ashore and for the first time in his life discovered the pagan pleasures of the soda fountain (see cover and p. 18).

This was Philip Gannister's first visit to America. A likable and bright Sussex lad of 19, he was a clerk in a wallpaper shop until he joined the Royal Navy last year and was assigned to man a 4-in. gun on an oil tanker. He was anxious to see how the real America compared with the movie version. From a quick survey, he thought it compared very well, especially New York which looked to him like a "conjuror's trick." He was heartbroken, however, to learn that Deanna Durbin was married while he was crossing the ocean. But he brightened when he remembered how quickly people get divorces in Hollywood. After the war is over, he would like to come back to America, get an audition as a singer on the Major Bowes program and, maybe proceed from there to a job in the Metropolitan Opera.



American food looked so tempting that Philip bought two 14-lb. smoked hams to take back home to his rationed family in Sussex.



ACTORS' FACES

are *extra sensitive*
to Shaving Cream



"*LIFE WITH FATHER*," on tour, stars Louis Calhern. At right, Mr. Calhern removes his handle-bar mustache. He says: "Taking off make-up has made my skin tender, so I give a wide berth to irritating shaving creams. I always use Williams—it never stings or irritates."

that's why **Louis Calhern** *uses WILLIAMS*

WEARING thick make-up every day . . . removing it thoroughly, sometimes with strong chemicals—it's no wonder if an actor's face rebels at irritating shaving creams!

To be kind to your skin, a shaving cream must be made of rich, first-quality ingredients, combined as carefully as a prescription. Such a cream is Williams, blended with the skill of over 100 years.

Moreover, the heavy Williams

lather melts whiskers thoroughly soft—lets you shave closely with comfort. Join the distinguished actors—the well-groomed men everywhere—who enjoy Williams. Get a tube today.



FOR

Cool Comfort



U.S. STROLLERS

Gay, sandal type play shoes—in exclusive, color-fast, washable fabrics. Flexible soles of ground cork-and-crepe rubber. Get yourself some real summer shoe comfort—get Strollers.

To keep your lovely hair dry while swimming, wear a U.S. Howland Swim Cap—the patented suction caps keep water out. Made in sizes to guarantee perfect fit and comfort.

And for swimming freedom, a U.S. Swim Suit. Figure-controlling—quick drying—brilliant sun-fast and water-fast colors—many styles.

At department stores
and specialty shops.

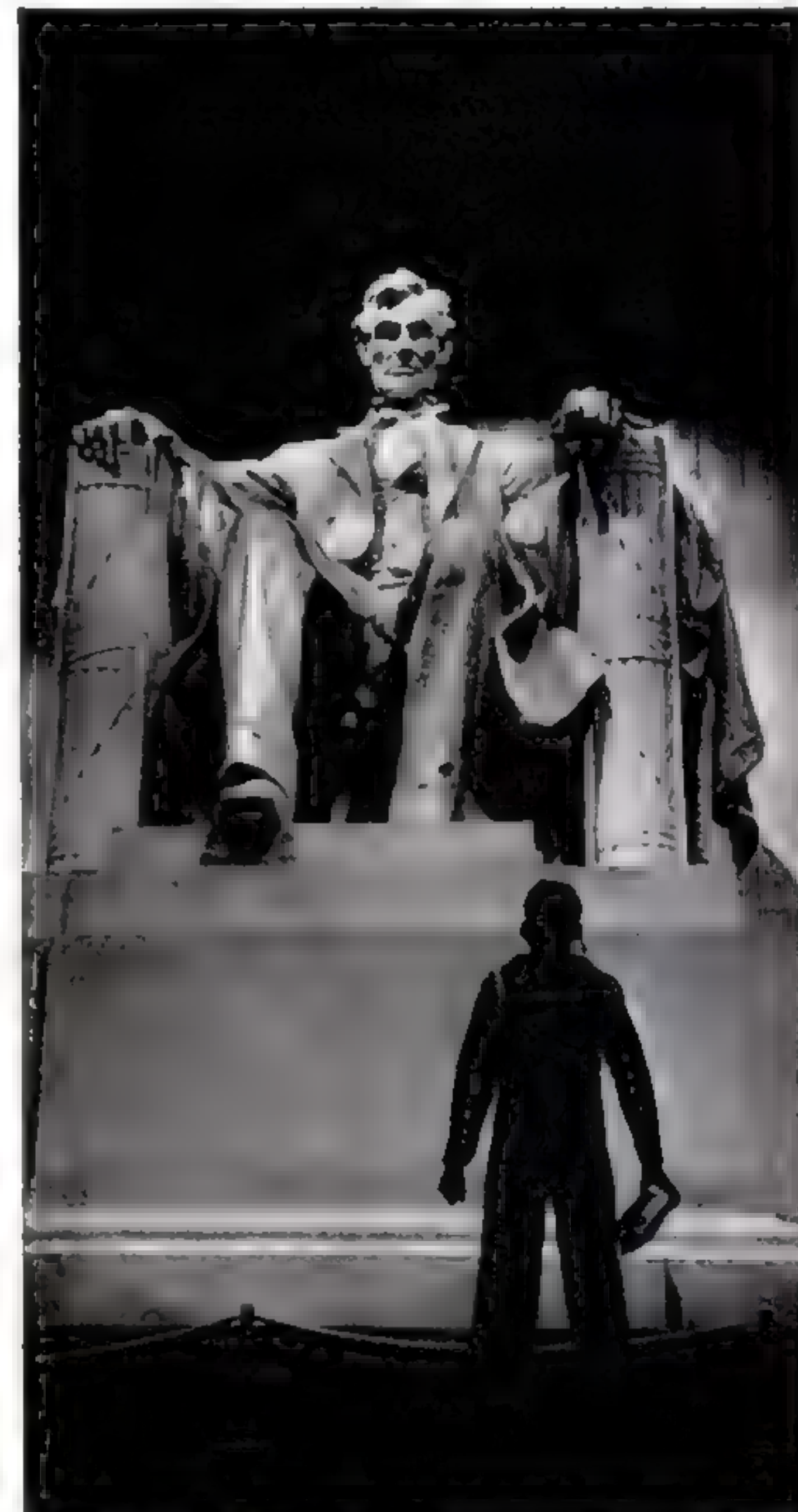


UNITED STATES RUBBER COMPANY
Rockefeller Center, New York

British sailor (continued)



At Fort McKenry in Baltimore, Philip photographed the statue of Major George W. Armistead who held the fort against the bombarding British Navy in September 1814.



"Gosh," said Philip when he found himself in the Lincoln Memorial. He had dreamed of standing here, as he had seen James Stewart stand in *Mr. Smith Goes To Washington*.



Why Dream it?...Drive it !

Wherever you go...the smartest thing on the landscape is your own long, low-slung De Soto! A "Tailored Car" in every sense of the word...De Soto's upholstery and interior trim are harmonized to the body color you select. And every detail of this car shows quality workmanship. Come—step into this 105-horsepower Beauty...make a little scenery yourself!

HERE'S your very real answer to dreams...the smarter, smoother, finer De Soto...at a very low price!

Step into that "Tailored" interior...take that beautiful De Soto wheel in your hands! This car has 105 horsepower—and, because it offers both *Fluid Drive and new Simplimatic Transmission, you're in for the No-Shift Driving thrill of your life!

Shockless Steering, Equal Pres-

sure Hydraulic Brakes give you the surest handling you've ever known.

Bolster-type seats...Synchronized Springing...Ride Stabilizers...Aero Shock Absorbers—all combine in De Soto to give you a *Miracle Ride*!

Why dream it?...Drive it! De Soto is very easy to own. Ask for a demonstration today. De Soto Division of Chrysler Corporation, Detroit, Mich. HEAR MAJOR BOWES, THURSDAYS, C.B.S.

DeSoto

\$898 | \$965

DE LUXE COUPE† DE LUXE 2-DOOR SEDAN†

FEDERAL TAXES PAID. 1935 TO SHOW THIS. TRANSPORTATION, STATE AND LOCAL TAXES EXTRA. PRICES SUBJECT TO CHANGE WITHOUT NOTICE.



†Prices at Detroit. Model illustrated is the beautiful new De Luxe 2-Door Sedan.

FLUID DRIVE
WITH
Simplimatic
Transmission

**You Don't Have To Shift
Or Use The Clutch For
Normal Driving**

*AVAILABLE ON ALL MODELS AT MODERATE

Sustained Speed 3 Ways

at this "Road of Tomorrow" traffic intersection on Skokie Highway, U. S. Route 41. Ninety miles are shorter since Chicago-Milwaukee drivers eat up the distance on the "Skokie," with its long, straight stretches, sweeping curves, divided traffic and grade separations.

Here Chicago vacationists get a running jump on the drive to the lake country north and northwest . . .



"ROADS of TOMORROW" here today —
demand **X** safety factors in motor oil



35¢
a quart

All over America, they're opening up—Super-Highways for "all-out" driving, fed by tens of thousands of miles of fine "open-country" highways which permit sustained speed over long distances.

Your late-model car, with its increased power, ease of control and safety, invites you to take full advantage of this miraculous highway system, and chances are *you do* . . .

WARNING: These are new, extreme conditions. Until recently, no motor oil—even "the best"—was made to stand up under them. At sustained high speed, chemical changes may take place in such oil, lessening its protection. Motor damage, or a severe loss in performance, may follow.

Shell scientists saw this coming. For 3 years they have been at work in anticipation of the problem, at the "University of Petroleum," Shell's \$3,500,000 research laboratories.

Their answer is now ready—a new-type lubricant—Shell X-100 for extreme conditions.

Extra safety factors—the "X" factors of Shell X-100—give your motor extra protection under continued high speed.

This may be a safer oil than you need. Excellent oil for ordinary conditions can be bought for less. If, however, you sometimes call on your late-model car for "all-out" performance, DRAIN AND RE-FILL NOW WITH SHELL X-100. It's safety insurance for your motor. Now at all Shell dealers.

FOR SUSTAINED SPEED AND EXTREME CONDITIONS



THIS IS HOW THE CONGEROO LOOKS IN ACTION SATURDAY MIDNIGHT AT THE SAVOY BALLROOM

HARLEM'S NEW "CONGEROO" GIVES GIRLS A WORKOUT

Harlem's newest dance was born of the explosion when the hottest dance out of Latin America, the Conga, was wedded this spring to Harlem's sizzling Lindy Hop. Christened "The Congeroo," the new dance in its obstreperous infancy is now being performed by a Harlem troupe especially trained by Herbert White, Negro originator of the Lindy Hop and the Swozy-Q. But already it is being considered by such decorous dance masters as Arthur Murray who believe it can be tamed down like the Lindy Hop for fairly polite society.

From the Cuban Conga the new Congeroo retains a good deal of Latin shoulder shaking and heel clacking. From the oldtime Lindy Hop it retains the improvised solo cadenzas and general yanking around of one partner by another. Its one exclusively new feature is the special attention given to the woman partner which you see demonstrated here by Ann "Pop-eye" Johnson and Frankie "Musclehead" Manning. They are dancing to Erskine Hawkins' band in Harlem's classy Savoy Ballroom. To see how Ann finally survives her workout, turn the page.



AT CLIMAX OF THE CONGEROO ANN IS YANKED OFF THE FLOOR BY PARTNER FRANKIE



SHE IS HELD STRUGGLING IN MID-AIR LIKE A SPIDER ON A NAIL

The Distinguished Service

HONOURS OF The Royal Life Guard

By the Hon. the Lord Chamberlain
in the name of His Majesty the King
I hereby confer on you the
honour of being a member of the
Royal Life Guard.

HONOURS OF The White Label

As a member of the
White Label
I hereby confer on you the
honour of being a member of the
White Label.

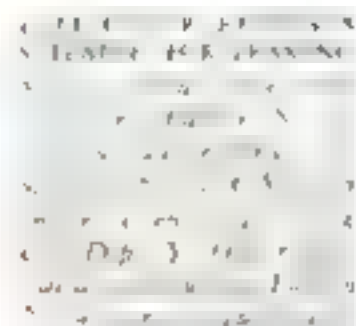


At the call to Scotch manœuvres,
the order of the day — and night —
is DEWAR'S White Label and
soda — the highball of the high-
land. Veterans salute this gallant
companion for its more than 60
citations for distinguished
service. COMBINED DEWAR'S
White Label Medal Scotch of
the World and be — at least!

White Label
years old



Victory at
years old



Dewar's "White Label"

The Medal SCOTCH of the World



Both 86.8 Proof • BLENDED SCOTCH WHISKY
Copyright 1941, Schenley Import Corporation, New York

"The Conger" (continued)



ANN IS SHIPPED BACK ON FLOOR, SHOWS PATCHED PANTS



FRANKIE SENDS HER SLIDING UNDER HIS LEGS ON HER HANDY PATCH



ANN SATISFIES HER SUPPRESSED DESIRE AS CONGEROOS ENDS

Safe Hit



"SAFE" FROM BLOWOUTS! Extra protection against blow-outs due to internal heat is provided by Fisk's high-strength, anti-friction cotton cords—safety-sealed in pure latex to resist friction-heat. (The Safti-Flight Super Rayon tire, at extra cost, runs even cooler, gives greater blowout protection—especially at high speeds.)



JOE "FLASH" GORDON
infield star of the
New York Yankees



LOOK FOR THE
**SAFETY STRIPE
TREAD**

"QUICK STOPS" IN TIME!

White strips of costly, cushion-rubber (inlaid to the full depth of the tread ribs) link together hundreds of tread blocks to form the Fisk *Safety Stripe Tread*. As you step on the brake, these tread blocks pile up against each other in a continuous wedging action—grip the road, stop you quicker.



"A LONG RUN" FOR YOUR MONEY!

Rolling along on seven extra-tough riding ribs, each new Fisk Safti-Flight tire with its *Safety Stripe Tread* will give you a longer run for your money, bring you home safely right down to the last mile of wear. It's a noiseless, smooth-as-flying, cushioned ride because the independent spring action of each tread block absorbs small road bumps.

TIME TO RE-TIRE
"GET A FISK"



The New FISK SAFTI-FLIGHT

Copyright 1941, United States Rubber Company

FISK TIRES, CHICOPEE FALLS, MASS. • DIVISION OF UNITED STATES RUBBER COMPANY

CONVOYS

PLANES, SUBMARINES AND RAIDERS MAKE THEIR JOB HARD BUT ON ITS SUCCESS HANGS FATE OF BRITAIN

The only practicable way of getting slow, vulnerable merchant ships safely across a stretch of ocean infested by hostile raiders, submarines and bombers is by convoy. For lack of adequate convoying the greatest seafaring nation on earth, utterly dependent on her merchant ships, is losing them twice as fast as they can be replaced, is losing with them men and supplies that cannot be replaced at all. With the Battle of Europe lost, and the Battle of the Middle East going badly, Britain is in real danger of losing the Battle of the Atlantic too—the most important battle of all, and the one in which U. S. self-interest is most deeply involved.

Whether or not the U. S. Navy should convoy British merchantmen across the North Atlantic is a question the U. S. has been reluctant to stand up and face. Naval experts agree that no system of wide patrol is more than a poor substitute for actual convoying. Here LIFE shows how a convoy is organized and how the Germans attack it.

The drawing at right shows an average-sized British convoy of 58 merchant ships with a better-than-average escort of one armed merchantman, five destroyers and a flying boat. This is less than half the protection it should have, but all that can be spared.

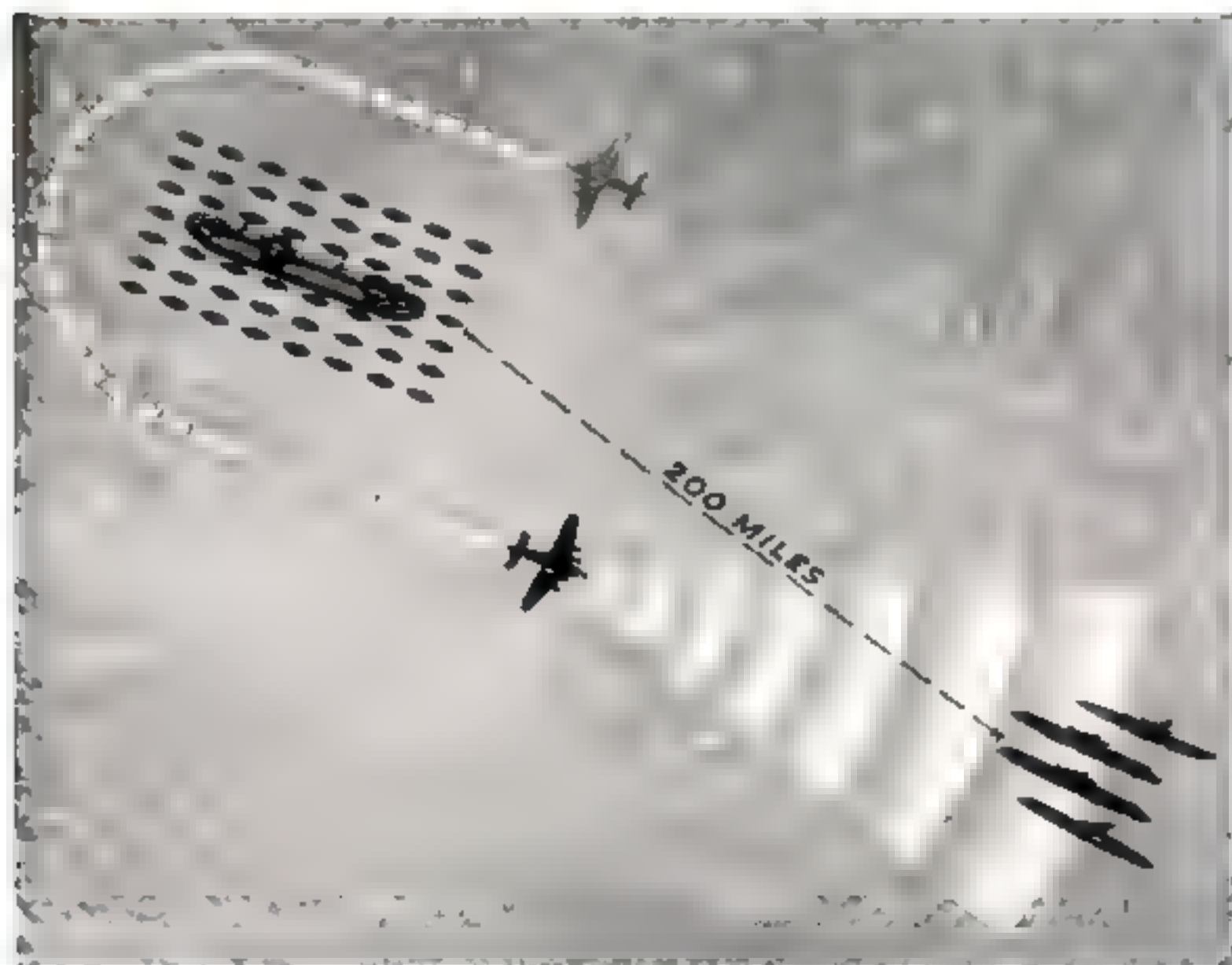
The stoutest and heaviest-armed of the merchant ships always travel at the four corners of a convoy. The most valuable cargoes—oil, airplanes or other vital war supplies—are in center. The commander of the merchant cruiser is in charge of all escort vessels, gives orders to destroyers and air support. His 8-in. guns protect the convoy throughout entire crossing; the planes and destroyers meet the convoy as it enters the danger zone (see p. 54). The ship with the flags in middle of the front row has aboard the convoy commodore whose job it is to set the pace for the merchant train, keep up communications, drop stragglers if necessary.

Great disadvantage of convoying is that it wastes time. The whole convoy can go no faster than the slowest tub in the train (average speed is about 9 knots). Days are lost in assembling a sizable convoy and again in docking and unloading it after a crossing. Convoys also offer a concentrated target for enemy guns, bombs and torpedoes. Great advantage, however, is that the convoy system cuts down the area within which the Navy has to be incessantly vigilant, lets one armed ship do the work of many.

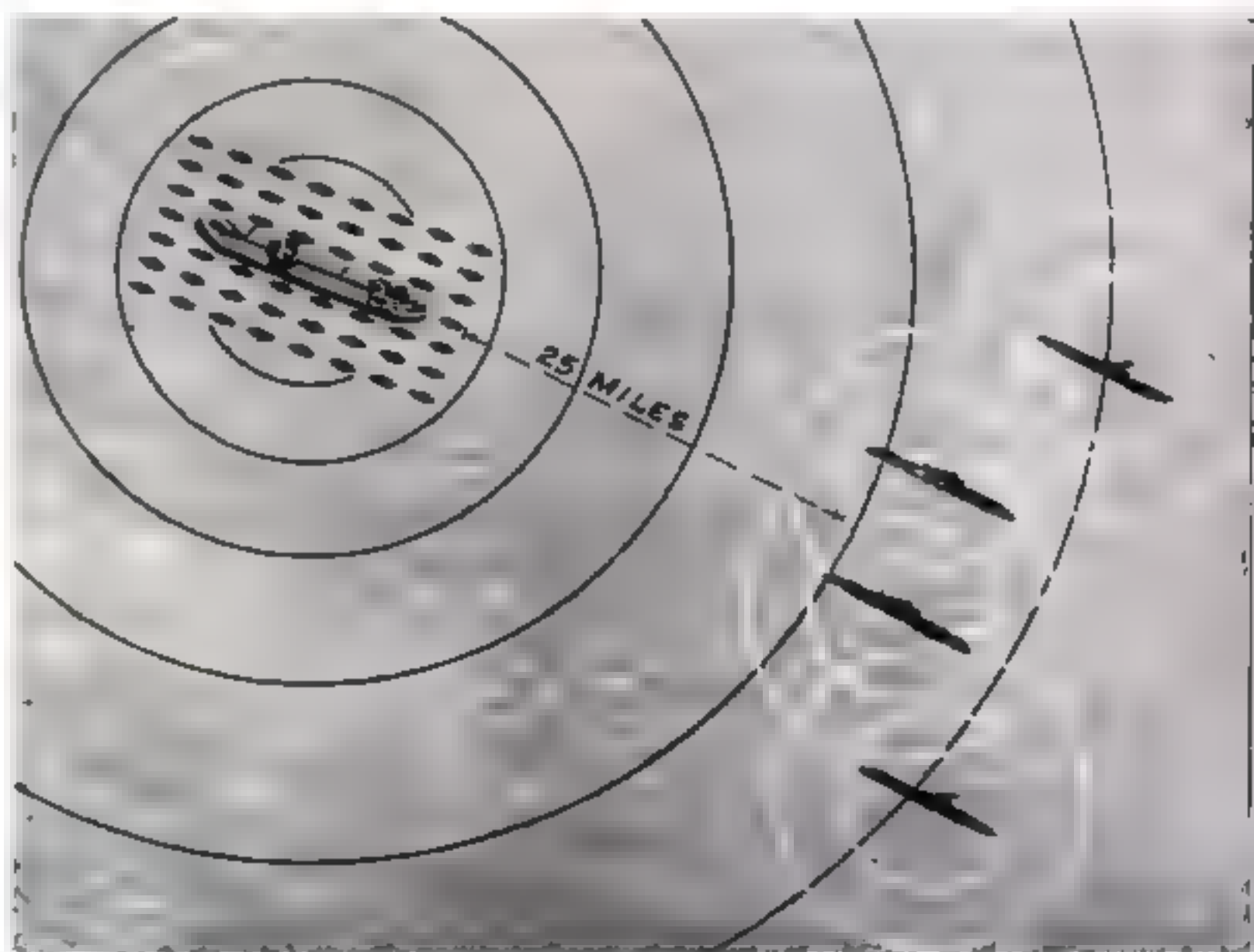
Airplanes have greatly increased the menace to convoys. Perhaps 5% of ships lost in convoy are sunk by German scout-bombers. More important, planes serve as eyes of submarine fleet. The photo-diagrams below show how German subs wait for planes to sight a convoy, and then attack as a team.



TYPICAL ATLANTIC CONVOY OF 58 MERCHANT SHIPS HAS ARMED MERCHANTMAN IN VAN.



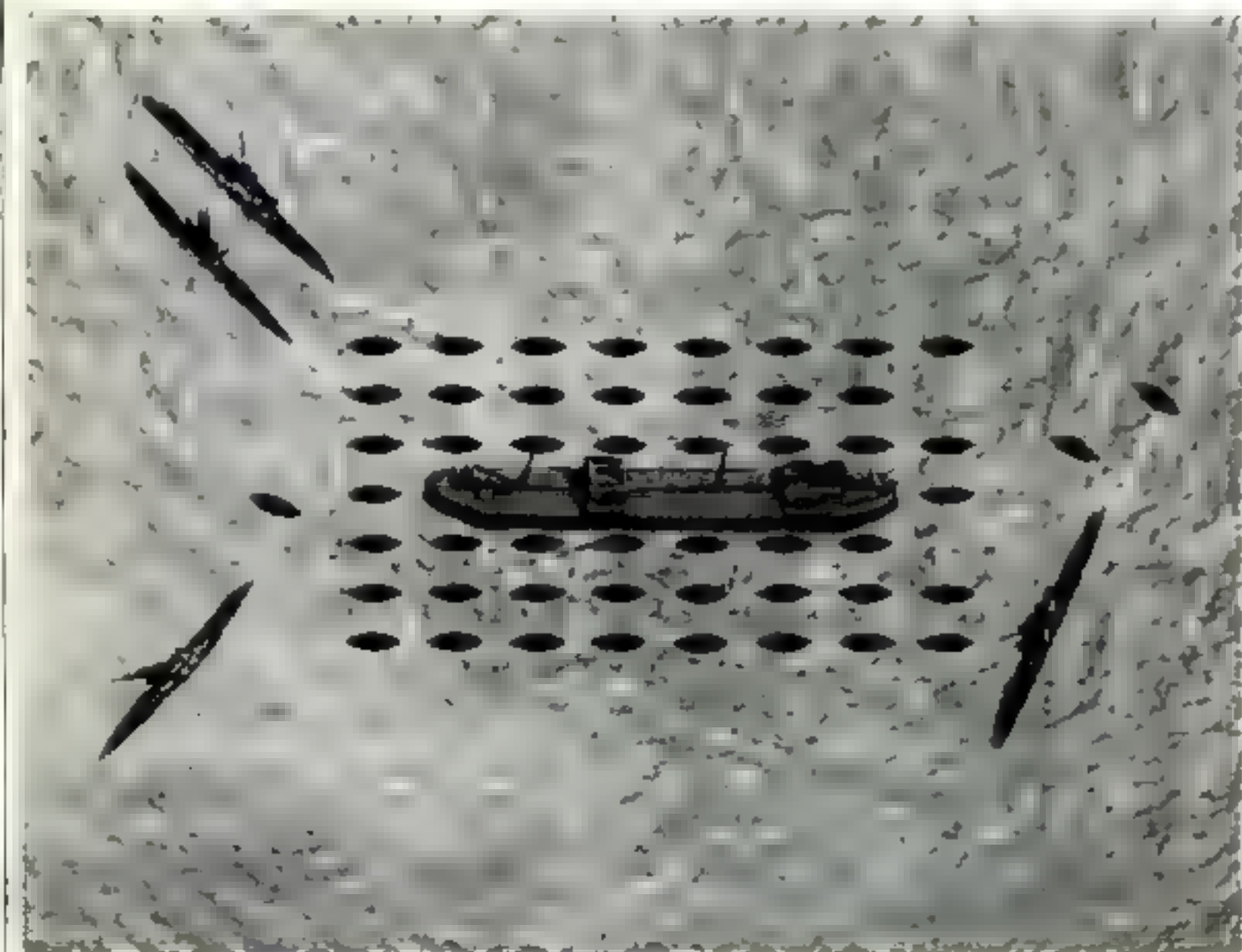
Convoy is sighted in daytime by German scout-bomber which observes its size and strength of escort vessels, radios information to base whence it is relayed to submarines. The subs generally work in packs of three or four. This pack is idling submerged about 200 miles from the convoy. In "danger zone" off Britain, subs sometimes have pick of several convoys reported by planes.



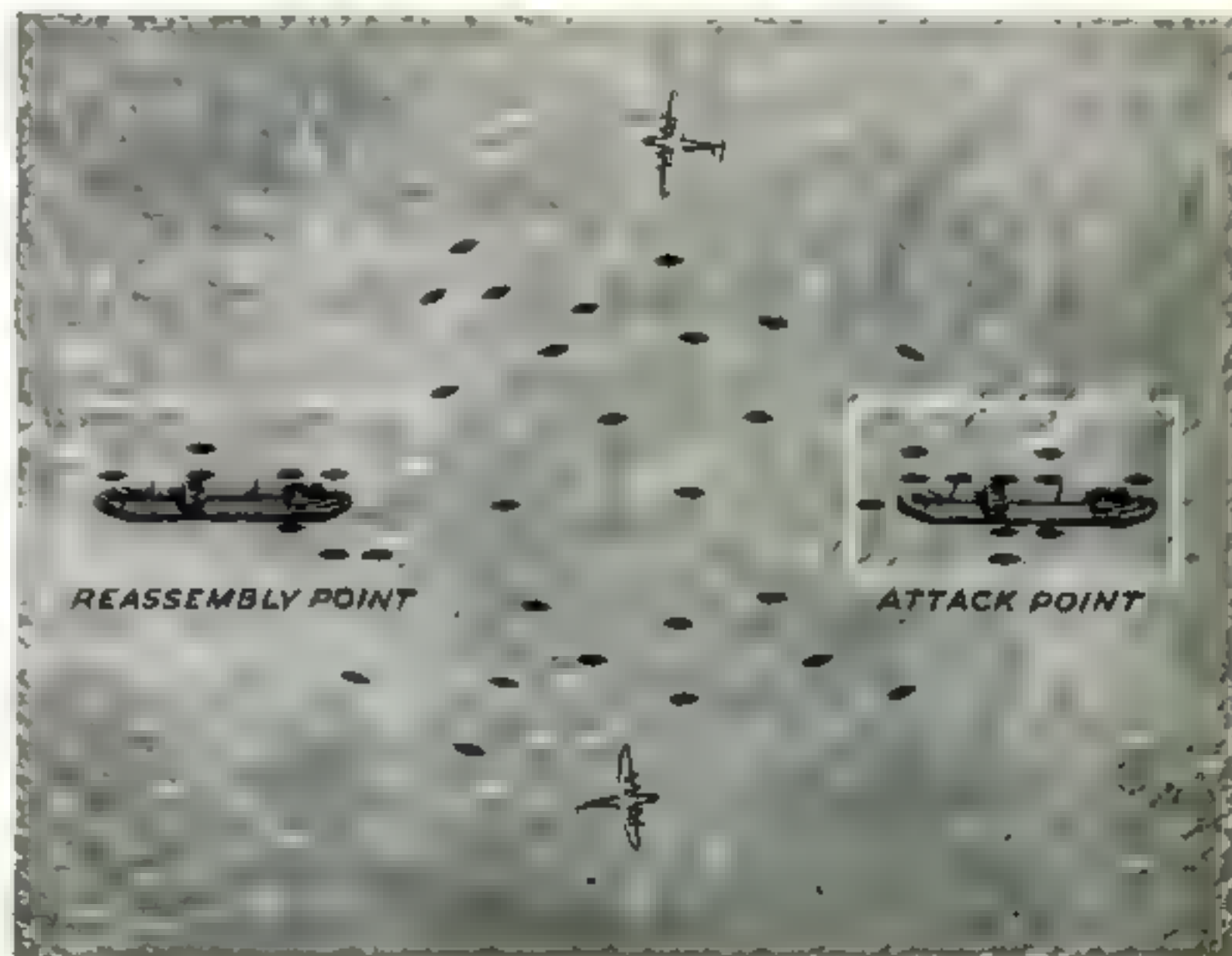
Trailing a convoy, submarines detect the loud chug-chug of its many motors long before the escort vessels pick up the sound of the subs' engines. Since radios do not function well under water, submerged submarines keep in touch with one another by sound signals. They move slowly under water by day, but travel twice as fast as convoy on the surface at night.



SUNDERLAND FLYING BOAT ABOVE. DESTROYERS ZIGZAG BACK AND FORTH THROUGH CONVOY TO GUARD AGAINST AIR OR SUBMARINE ATTACK THAT MAY COME ANY TIME



Typical night attack on a convoy involves team work of four submarines. Two take oncoming ships with torpedoes fired diagonally across bows. Another lets go at armed merchantman. Fourth picks off stragglers in rear. All four then turn around, fire torpedoes from rear tubes into the convoy and speed away, as destroyers race toward source of the torpedoes.



Convoy scatters under attack, then reassembles with loss of 15 ships after the subs have shot their bolt. The solid and dotted-line rectangles indicate positions before and after dispersal. British planes overhead round up the ships in about 48 hours. Bad light and bad weather favor Nazi strategy, not only help subs avoid detection but make it more difficult for convoys to reorganize.

TAN

BEAUTIFULLY WITHOUT BURNING



Here's a marvelous scientific product, SKOL, that actually filters out those rays of the sun that cause blisters and ugly, painful redness, while it lets the tanning rays pass through.*

• SKOL lets you get a glorious tan without burning, even if you are blond. Made after a formula first developed in Sweden for snowburn, SKOL is a quick-drying liquid. Doesn't pick up sand. Doesn't make you messy. Doesn't show.

SKOL is not greasy, not oily. Be sure to apply before going into the sun. Use after each swim. Relief! . . . SKOL also helps relieve painful sunburn and dry chapped skin

Skol Company, Inc., New York.

*Scientific tests prove SKOL blocks out harmful rays below 3130 A.U., admits beneficial tanning rays above 3130 A.U.

SKOL

PREVENTS PAINFUL SUNBURN
NOT OILY

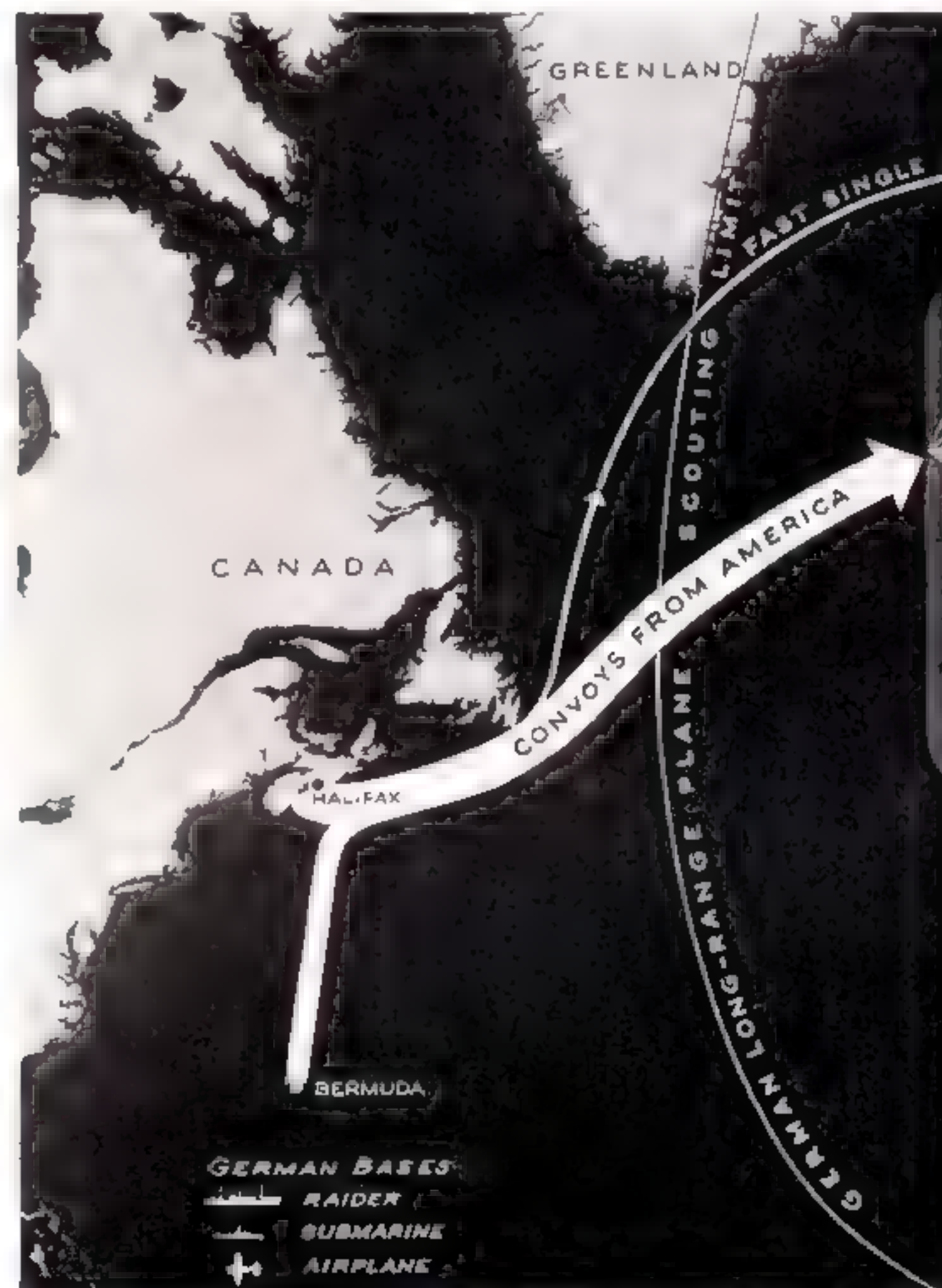


SKOL IS THE LARGEST SELLING NON-OILY SUNTAN LOTION IN THE WORLD

Convoys (continued)



Submarines attack by moonlight, following plan shown on page 88. Taking careful aim at ships as they sail silhouetted by the moon, the subs score seven direct hits with the torpedoes from their forward tubes. These eight 250-ton submarines have



Most perilous stage of convoy-crossing, after surviving constant threat of surface raiders, comes as convoy draws close to the Irish coast. In a roughly rectangular area 500 miles wide by 900 long, light German subs lurk in schools, scout-bombers fly



low cruising range, are rarely more than three days' run from French coast bases. With real cruisers instead of makeshift armed merchantmen, twice as many escort vessels, destroyers and corvettes, more planes, convoy would be nearly impregnable.



out daily for merciless attack. "Graveyard of ships" in World War I was the Irish Sea. Now British air patrols have pushed the danger zone 200 miles west of Ireland. Fast ships of 16 knots and over can strike out alone to north and dodge the enemy.



"DON'T REPEAT THIS after me, Elsie," said the man cautiously, "but every time my wife makes ice cream at home there's something wrong with it!"

"What seems to be the trouble?" asked Elsie, the Borden cow.

"Ice splinters—starchy taste or flavor as flat as a doornail!" said the man.

"Those are the three jinxes," said Elsie, "that spoil many refrigerator ice creams. You tell her to make ice cream with Borden's Eagle Brand Condensed Milk and she'll get the creamiest, smoothest, flavorfullest ice cream she's ever made!"

"Say—that sounds great! And this ice cream *tastes* great, too," the man beamed. "Is it easy to make ice cream the Eagle Brand way?"

"Easiest way your wife *ever* made ice cream, I bet. Economical, too. The new half-size, half-price can of Eagle Brand at your grocer's makes a batch of ice cream for the average-size family. The large-size can makes twice as much.

"And tell her," Elsie added, "there's a Magic Recipe Leaflet on every can. It tells how to make cake-frostings, pie-fillings, cookies, and candies, too."



Magic Vanilla Ice Cream (For Automatic Refrigerator)

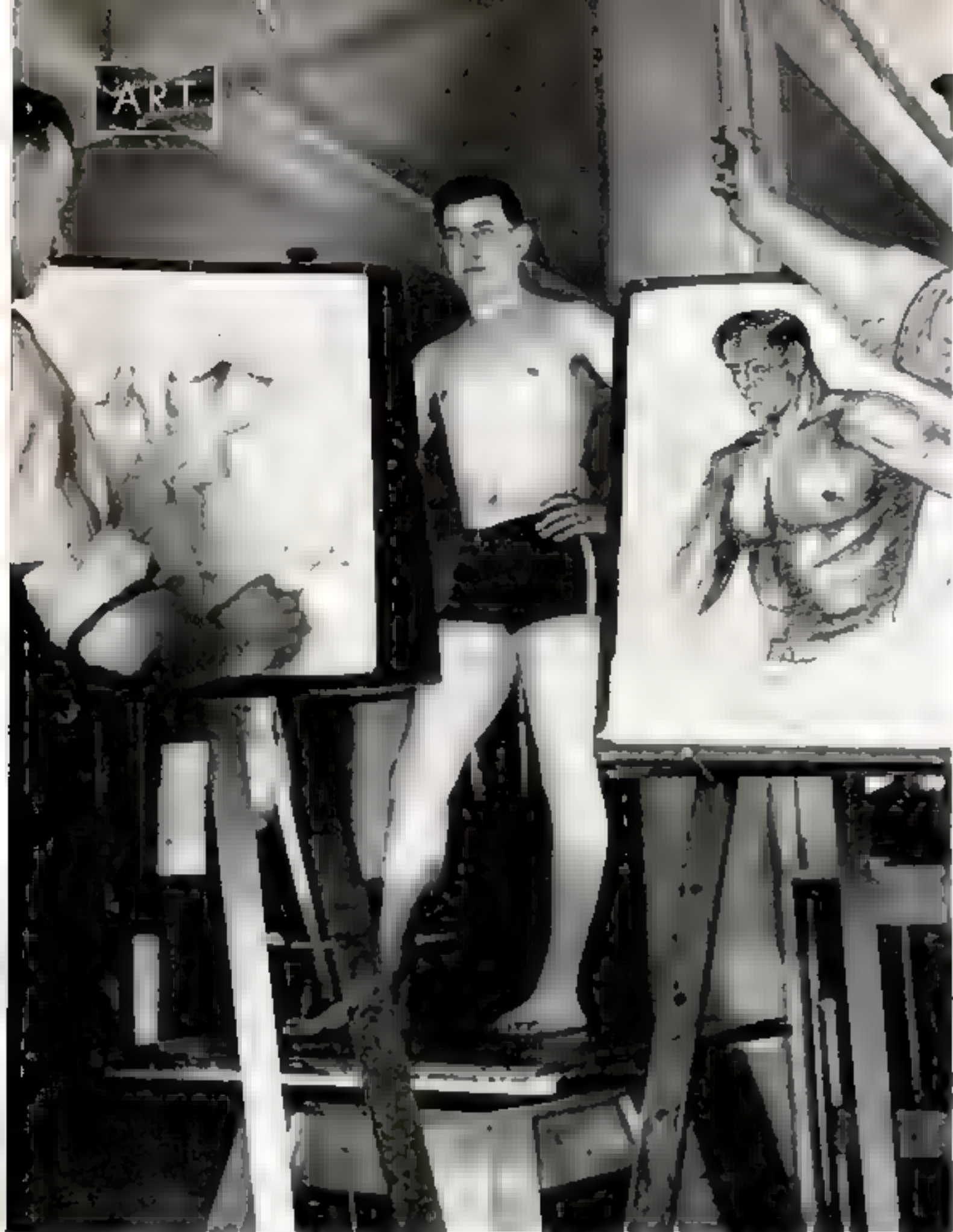
- ¾ cup (half-size can) Eagle Brand Sweetened Condensed Milk
- ½ cup water
- 1 ½ teaspoons vanilla
- 1 cup whipping cream

Mix Eagle Brand Sweetened Condensed Milk, water, and vanilla. Chill. Whip cream to custard-like consistency. Fold into chilled mixture. Freeze in freezing unit of refrigerator until half frozen. Scrape from freezing tray and beat until smooth, but not melted. Replace in freezing unit until frozen. Serves 6 people.

IF IT'S BORDEN'S
IT'S GOT TO BE GOOD!



FREE OFFER: For a booklet containing 66 Eagle Brand Magic Recipes, including freezer-made ice creams, just drop a postcard to The Borden Company, 350 Madison Ave., N. Y. C. Dept. L-631 E. Copyright 1941—The Borden Company



In East Technical High School in Cleveland, seniors in a life class sketch a classmate who models for 75¢ an hour. Famed for art work, East Tech is entirely a boys' school.



Six prizewinners from East Technical work in pottery studio. Note potter's wheel in foreground, student doing metal work with soldering iron in background, electric kiln for baking pottery at left.



Richard Neagle, 18, holds his calipers to measure the head of a small friend whose bust (in background) he is modeling. As an experiment, he models hair in a stylized pattern.

YOUNGEST GENERATION OF AMERICAN ARTISTS HOLDS WHOPPING GOOD SHOW AT PITTSBURGH

To these pages LIFE welcomes a new generation of U. S. artists. They are 15,000 youngsters, from over a thousand high schools, who sent their very best masterpieces to Pittsburgh's Carnegie Institute last month for its 14th annual show of high-school art. In a clutter of wrapping paper and straw, the judges finally selected 1,163 items to exhibit. Ten of the prizewinning paintings are herewith reproduced in color, topped off by examples of sculpture on page 59.

Sponsor for the big show is the national high-school weekly, *Scholastic*, which for 14 years has stimulated new talent by its competitions for literature, arts and crafts. Prizes in each field are awarded by a jury of national experts, such as (for art) William Zorach and Paul Sample. Awards to date total over \$72,000 and over 200 students have won art scholarships. Extra prestige is given to the whole thing when Carnegie Institute clears its walls for the annual art exhibit.

Credit for this remarkable showing goes in large part to hundreds of anonymous teachers and school principals. In one school alone their high standards of instruction have produced 18 current prizewinners. This is Cleveland's East Technical High School, pictured on this page, which holds first place with Detroit's Cass School for copping the greatest number of *Scholastic* awards.

Viewed collectively, the Carnegie exhibit shows a tendency of students to report their own everyday world. Because they see it boldly, clearly, sometimes humorously but always honestly, they are bound to serve it well in the future.



THESE ANIMAL PINS WERE SAWED OUT OF PLASTIC BY CLEVELAND STUDENTS. THEY SOLD PINS FOR 15¢ TO PAY FOR A BUS RIDE TO PITTSBURGH TO SEE THEIR OWN ART EXHIBIT



"Merry-go-round" is painted with slapdash brush and bold colors well suited to this circusy subject. It is by Philip

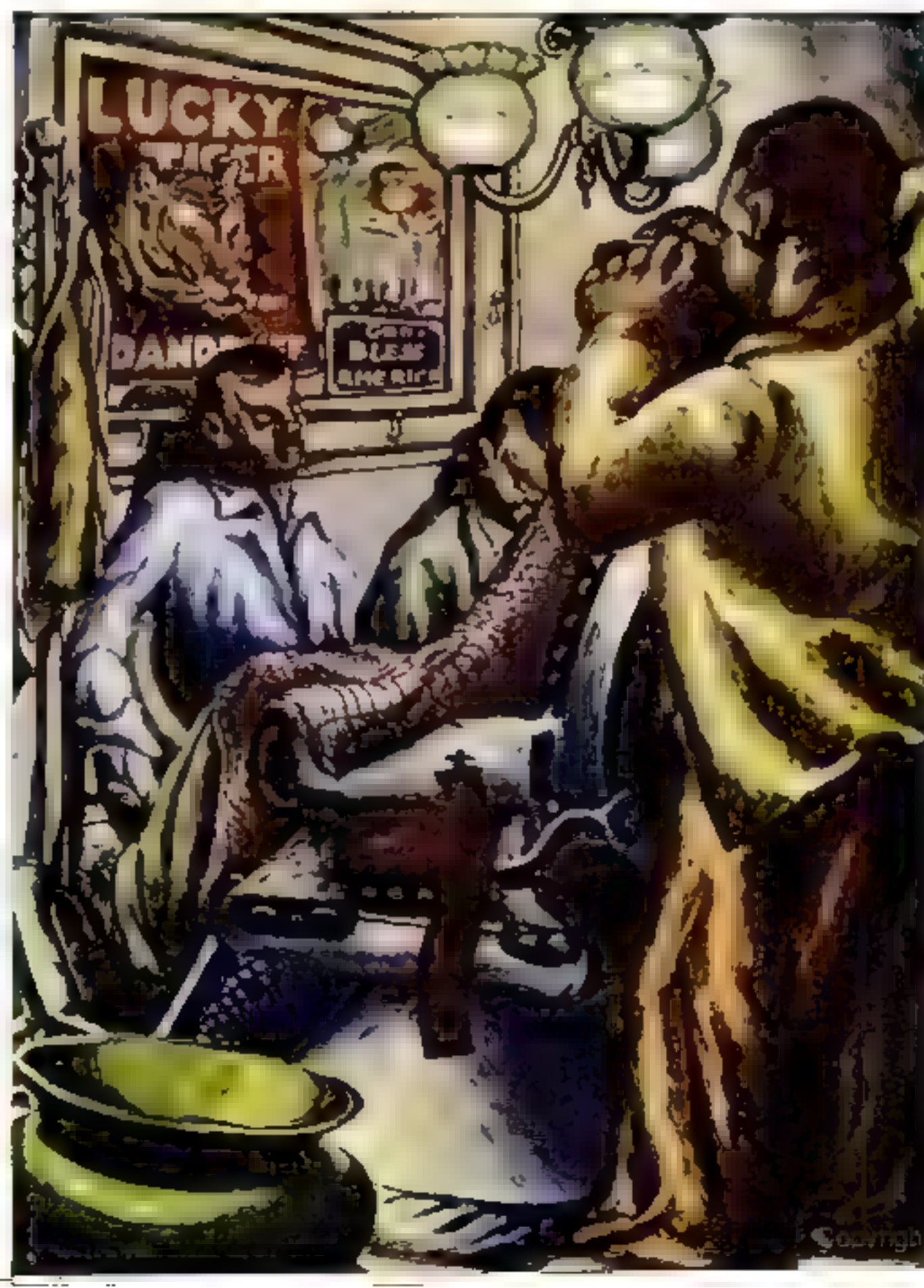
Pearlstein, 17, of Pittsburgh, who got his first training from the Saturday morning art classes at Carnegie Museum.

Philip's family, like most modern parents, encourages his art career. Parents in the past were not always so intelligent.

"Solarium" is so titled in honor of the two geranium plants on tower at right. This expertly composed, imaginary railroad scene is by Edward Mergenthaler, 19, whose mother is a New York office worker.

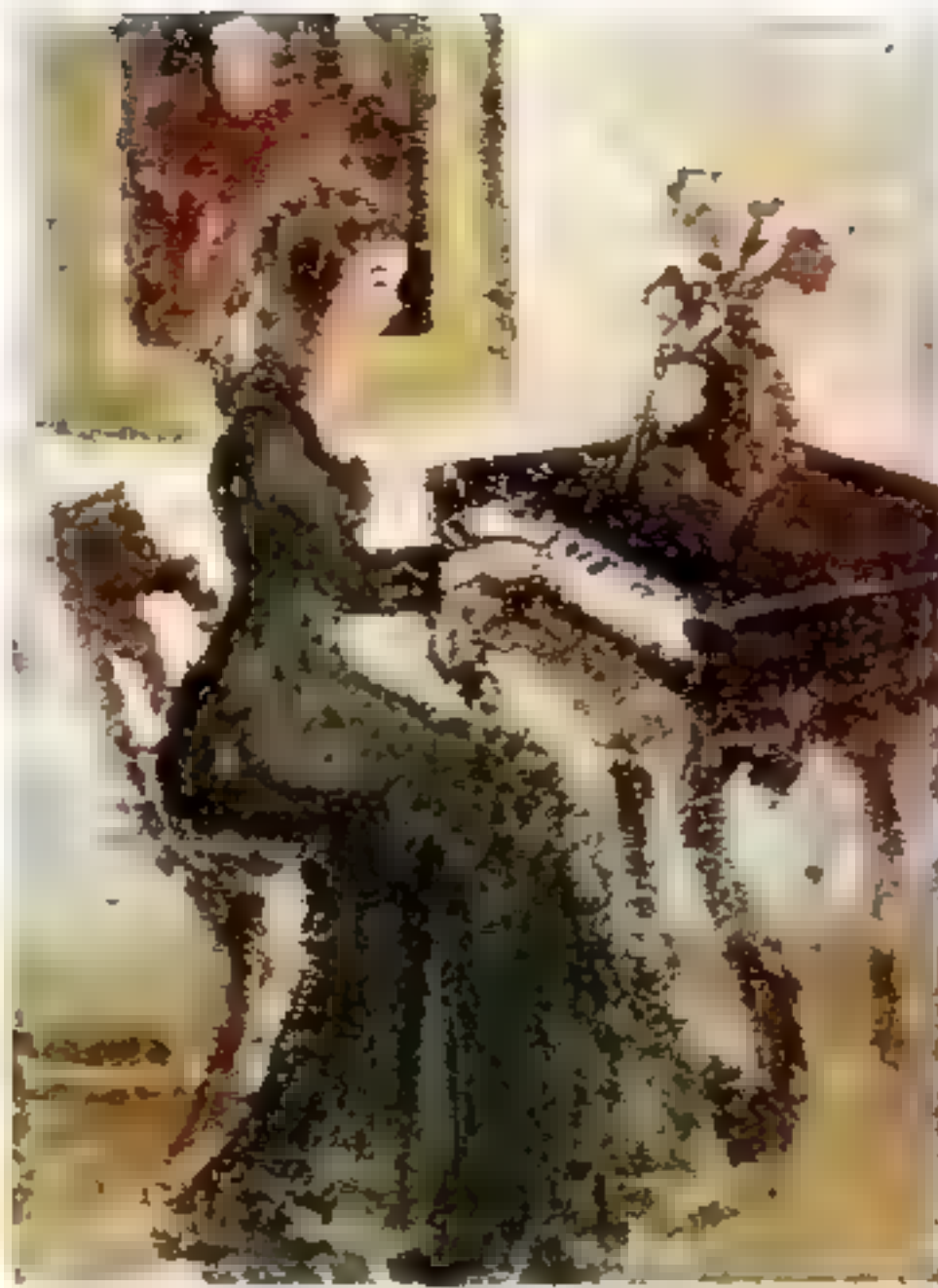


"Wylie Avenue Barber Shop," also by Pearlstein, was sketched in Pittsburgh Negro district. Note smart exaggeration of perspective to emphasize barber's feet and spittle.





"Memories of New York" is a colored ink drawing by Bob Bienenberg, 16, of Detroit, who says he was entranced by this elevated railway scene when he visited New York World's Fair.



"Concerto in Color," by Hungarian-born Linda Lowinger, 18, of New York, was inspired by costume exhibit at Brooklyn Museum. Linda's favorite artists are El Greco, Renoir, Picasso.



"527 Weller" is the street address of this Seattle hotel painted with a fine eye for composition by Grant Wolfkill, 19. Grant combines painting with skiing, sailing, truck and photography.



"To Auction" is full of coltish spirit, even in the gawky farm boy who leads the reins. It is by Seymour Remenick, 18, of Philadelphia, who paints on Saturdays, sometimes works for 14 hours at a stretch. The favorite artist of Remenick is El Greco, whose influence is apparent in this picture.



"Afternoon Shift" hums with life. Steel workers march to mills. Smokestacks puff. A woman washes windows. A boy walks on a wall. Courtship goes on by a gate. It is by Italian-born Tony Scilitti, 20, of Winton, W. Va., who entered first grade at 12 when he arrived in America.



"Hilltop Barns" by Patrick Budway, 19, of Cleveland was painted last summer on a sketching trip when, he says, "my eye caught the pattern of sunlight and the appearance of old rugged barns." Patrick's price for this excellent work is \$15, which is the average price asked by these students.



"Bill's Poolroom" is by a Negro, Benjamin Jones, 18, who lives in Englewood, N. J., where his father drives a coal truck. In this crowded canvas Artist Jones successfully suggests a poolroom obbligato of clacking billiard balls against hubbub of a busy bar and a smacking left to the jaw.



"Ouch," portraying a dentist at work, is a freshly comic piece of painted pottery by Hilda Aul, 17, of Pittsburgh, Pa.



"Jitterbug" is mahogany carved in good chunky forms by Milton Mazoff, 18, who plays drums in a Brooklyn dance band.



"Portrait of a Classmate" won second prize for Richard Nengle of Cleveland (see p. 56). Nengle was invited to New York for the Awards broadcast, and on the strength of his general art work was given a scholarship to Carnegie Institute of Technology.

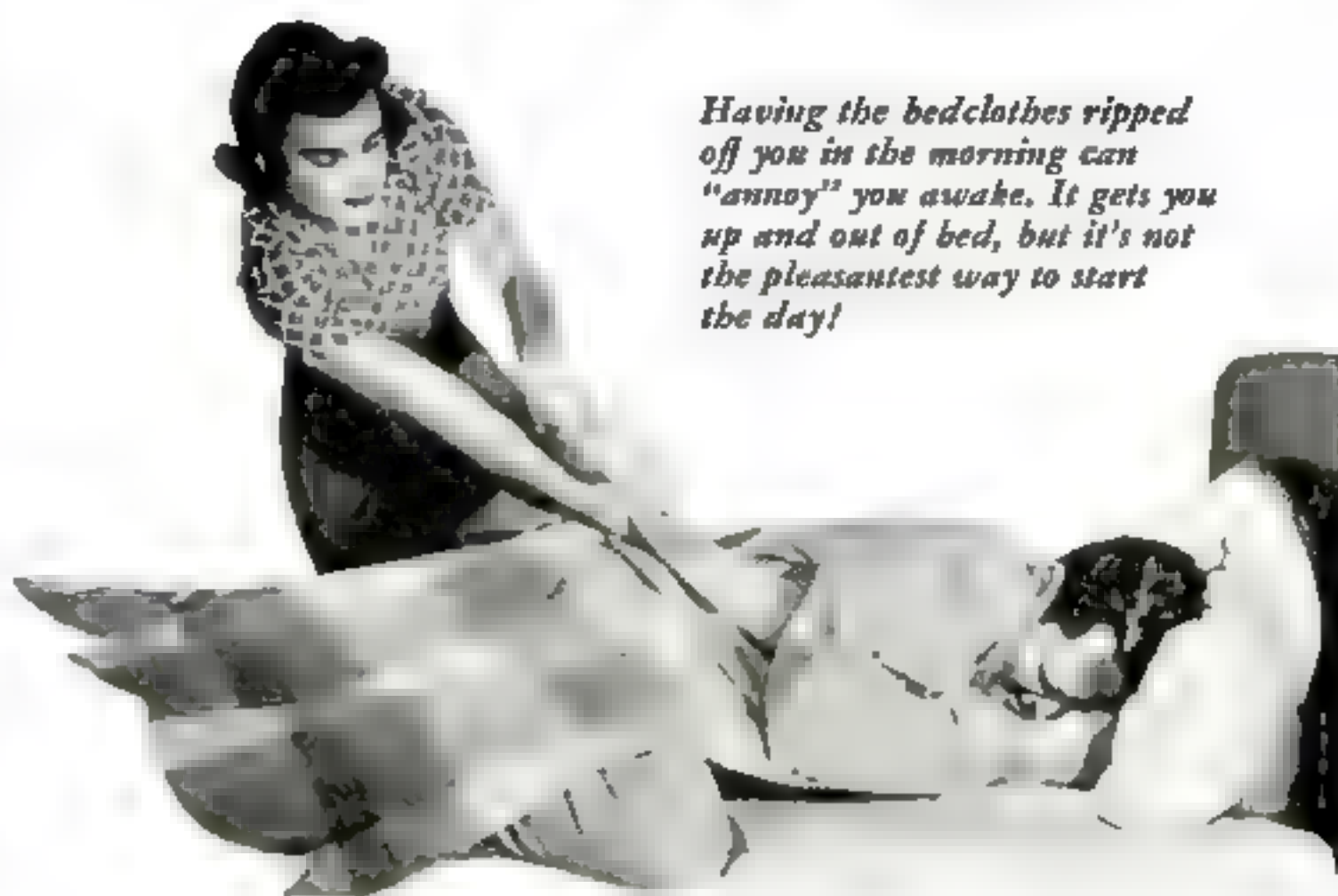


"Slap That Bass," streamlined wood sculpture, is by Raymond Halle of Berlin, N.H. He was inspired by Negro band.



"La Frotera" is a basket-bearing West Indian fruit seller in pottery by Marilyn Cohn, 18, from New York's Bronx.

PULLING THE BEDCLOTHES OFF YOU CAN WAKE YOU UP



Having the bedclothes ripped off you in the morning can "annoy" you awake. It gets you up and out of bed, but it's not the pleasantest way to start the day!

Wake up Smiling

WITH THE NEW BLEND CHASE & SANBORN COFFEE



IF you want to wake up feeling it's a wonderful world, make the "early morning test" with a golden, tangy cup of the NEW BLEND Chase & Sanborn! Have it before you get out of bed, if you can. If that isn't practical, get down to the table and Chase & Sanborn as soon as possible—and get happy!

Richer than ever before, its zippy, tantalizing, taste-teasing richness gets the old grin on your face, warms up the engine, gets you going for election! Wake up tomorrow faster, happier with the NEW BLEND Chase & Sanborn!



Listen to Edgar Bergen-Charlie McCarthy on the Chase & Sanborn Radio Program every Sunday on the NBC Red Network

CHASE & SANBORN COFFEE

PRISCILLA LANE LEARNS HOW TO BE A SALESGIRL

In *Million Dollar Baby*, Priscilla Lane plays a department store salesgirl who demonstrates "the vegetable marvel," a kitchen device that converts radishes into roses, turnips into jonquils, cucumbers into five-pointed stars and string beans into woven baskets. Subsequently, as the title indicates, she gets a million dollars. What happens after that has probably been thought of by every subscriber to a correspondence screen-writing course, but for a few minutes in the store Priscilla Lane's earnest, raucous little clerk assumes a high degree of poignant reality.

The reason for it is explained in these pictures. To get first-hand sales experience for her role, Priscilla spent a day incognito at Sears, Roebuck & Co.'s big general department store in downtown Los Angeles. At 8:15 she punched in, went to the locker room to straighten her stockings and take off excess lipstick, and reported to the cashier for \$15 in change. In the yardage department she sold ribbon, yarn, thread, safety pins and two sets of knitting needles, till a customer recognized her and, amid a flare-up of finger-pointing, staring and whispering, she had to be shifted elsewhere. She did considerably better in the lamp department, but by the time she reached cosmetics she had really caught on. Before 5:30 had come and she kicked her shoes off her weary feet, Priscilla had done a healthy business in lipstick, powder, perfume and face cream, was voted by the Sears, Roebuck girls adequately schooled to represent them on the screen.



IN HER BEST SALES MANNER, PRISCILLA LANE DEMONSTRATES A SHADE OF POWDER AT SEARS, ROEBUCK'S STORE



In the bargain basement of Lacey's Department Store, Pamela (Priscilla) demonstrates a tricky kitchen gadget.



A million dollar check is handed her by a lawyer (Jeffrey Lynn). She thinks check phony and the lawyer a masher.



When the truth dawns, Pamela tosses away vegetables and gadgets. "If you buy one," she cries, "you're crazy!"

AT SEARS, ROEBUCK



How to remove wrinkles under the eyes with cold cream is demonstrated by Priscilla on duty at the cosmetic counter.



A good sale is made by Priscilla to unsuspecting customer who buys lipstick, cream and Barbasol for her menfolk.



At the yardage counter, Priscilla tries to match a woolen sample with some silks. The result: no match, no sale.

PONTIAC

gives you a
BIG CAR
for only..



ONLY \$25 MORE FOR AN EIGHT IN ANY MODEL

WHEN YOU BUY a new Pontiac "Torpedo" you get a *big* car. You get 119 inches of wheel-base in the lowest-priced models—122 inches in models only slightly higher-priced. You get interior roominess which gives *every* passenger room to relax in complete comfort. And you get the easy riding which only length and width and weight can give.

Yet, when you buy a Pontiac with Body by Fisher, you pay a price so close to the prices of the well-known small cars that you hardly notice the difference in your monthly payments. What's

more, with a new Pontiac, you enjoy operating economy which many small car owners might very well envy.

Yes, Pontiac is a *big* car—big in size, big in beauty, big in action. And Pontiac is easy to own—not only when you buy it, but during every mile you drive!

***PONTIAC PRICES BEGIN AT \$828 FOR THE DE LUXE "TORPEDO" SIX BUSINESS COUPE** Delivered at Pontiac, Michigan. State tax, optional equipment and accessories—extra. Prices and specifications subject to change without notice.

THE FINE CAR

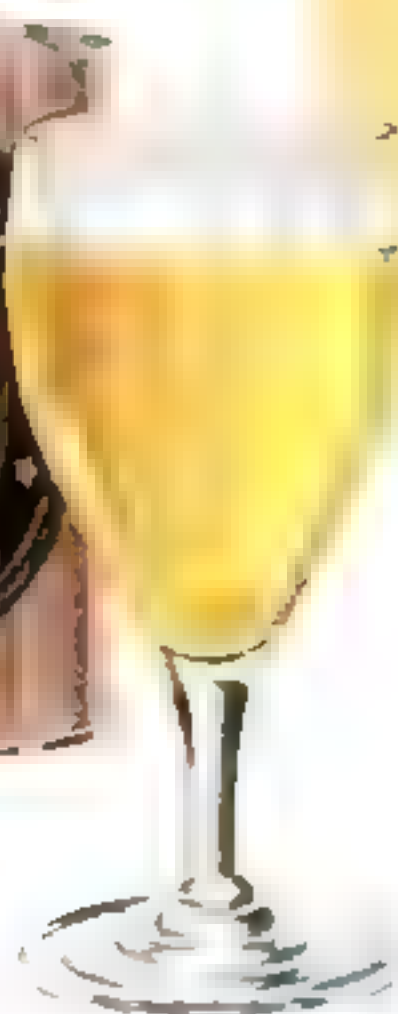
Pontiac

WITH THE LOW PRICE



A GENERAL MOTORS MASTERPIECE

*Early American
Pioneer*



Ale so *light*,
it's ordered by
millions of
beer drinkers

BREWING, TOO, had its Early American Pioneer, Peter Ballantine. And his ale, "America's finest since 1840," is now an everyday treat of millions of modern Americans.

Ballantine Ale is so *light* that beer drinkers take to it at first taste — yet it's unusually rich in the extra *flavor* imparted by *ale* yeasts.

Try a little pioneering yourself today — call for Ballantine Ale. You're sure to enjoy it — chances are you'll want to adopt it permanently. Look for the century old 3 RINGS standing for PURITY, BODY and FLAVOR. Sold coast to coast. Costs no more than the better beers.

BALLANTINE



ALE

America's largest selling Ale



Right-angle prism bends beams of light at right angles. Light-beam angles are perfect because prism's three angles are perfect



Pentaprism transmits light beams at right angle to the direction in which they enter prism. Pentaprisms are eyes of range finder.



Light beams are reversed when they enter the long face of a right-triangle prism. Note right angles of the beams inside the prism.



ARROWS MARK LOCATION OF THE U. S. S. "IDaho's" BATTERY OF RANGE FINDERS AND SALVO-SPOTTING GLASSES

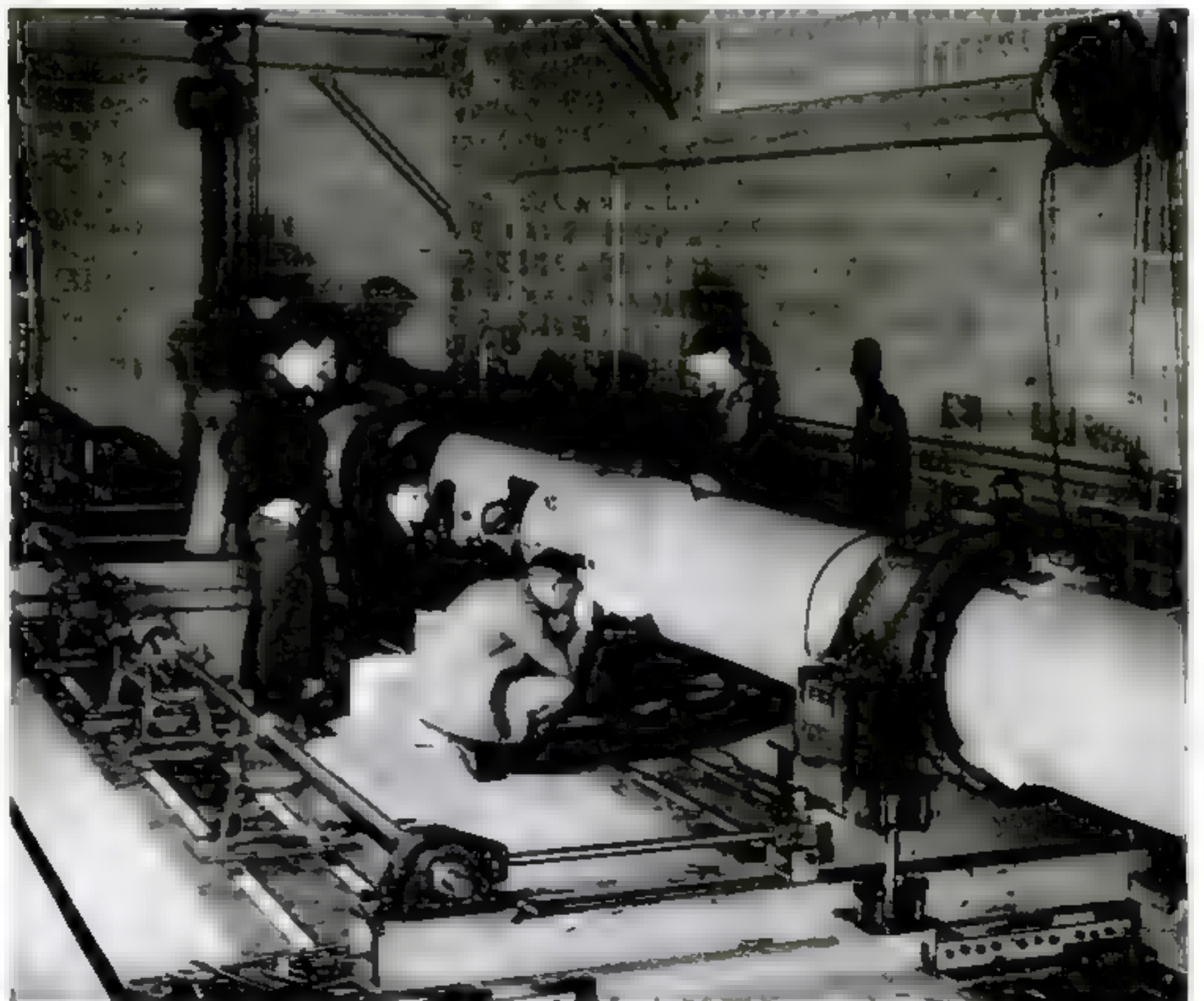
RANGE FINDERS ARE THE EYES OF BIG BATTLESHIP GUNS

Mounted in steel stalks on each side of the battleship's big gun turrets are a pair of staring eyes. These are range finders, precise measuring instruments whose optical accuracy is within one light wave length of absolute. Between its end prisms, peering out through armored slits, the finder has the giant span of full turret width. In its eyepiece prism inside the turret, the finder centers the enemy ship and therewith solves a problem in plane geometry. The answer to the problem, registered simultaneously on a dial, is the range of the enemy ship within a salvo pattern at the extreme battle range of 40,000 yd.

The geometry that lays a salvo on a target hull down below the horizon is performed by light and glass. Its straight lines are beams of light. The light beams are bent at perfect angles by lenses and prisms which are by far the most perfect product of man's

eye and hand. If the sides of one of the range-finder prisms shown at left could be extended 30 miles, their deviation to right or left of their true angle would be less than 6 in.

The single U. S. producer of turret range finders and major producer of the other precision optical instruments of war is Bausch & Lomb Optical Co., of Rochester, N. Y. Founded in 1853 by two German immigrants, Bausch & Lomb was recently under anti-trust indictment and even darker suspicion for a contract with Carl Zeiss of Jena, great German producer of precision optics. That contract, Bausch & Lomb has since revealed, was made with full approval of the Navy at the end of the last war. By its provisions, Bausch & Lomb, far from revealing U. S. secrets, secured U. S. rights to the brilliant Zeiss ordnance patents that had equipped the German Army and Navy.



Turret range finder for battleship still on the ways gets a final check-up by Naval inspectors at the Bausch & Lomb

plant. The huge finder is here mounted in a "shock cradle" which reproduces the recoil shock of the 16-in. rifle battery.

All-Bran's Own Picture-Quiz



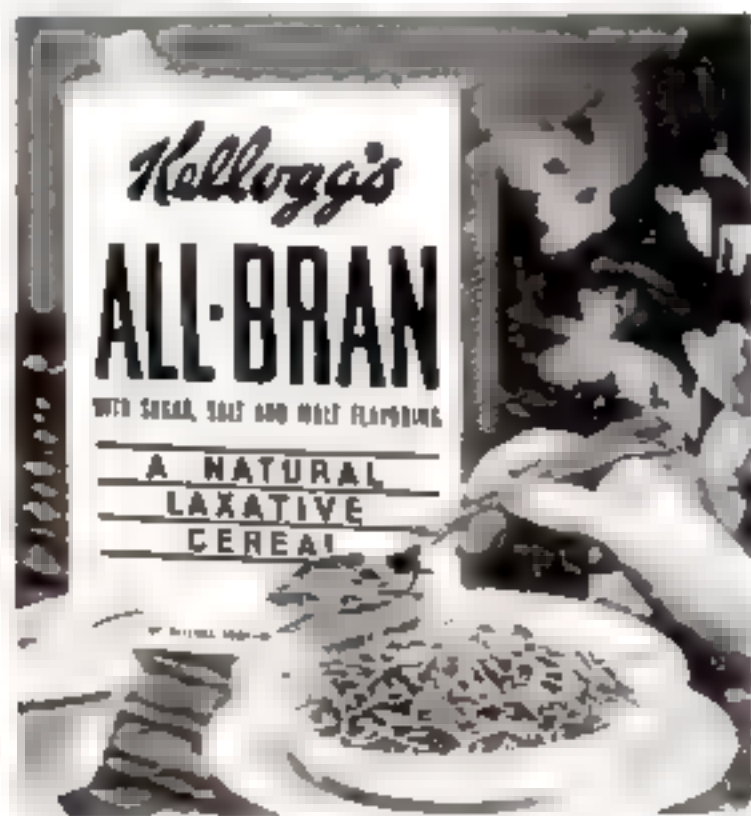
PULLING HARD FOR NOWHERE! It won't take you long to guess that this dry-land dinghy stands for the old "dosing" way of fighting constipation. No matter how hard you pull on the oars, you don't get ahead. And people seldom make much progress against constipation—till they get at the *cause* and *correct* it.



YOU GUESSED IT! Straight to the source of the trouble goes the modern, better way—as straight as a pigeon heads for home. If your difficulty is the common kind of constipation that's due to lack of proper "bulk" in the diet, a crisp, toasty breakfast cereal, KELLOGG'S ALL-BRAN, can really remove the cause.



THIS ONE'S EASY! Just stop a moment and mentally contrast those unhappy trips to the medicine cabinet with a dish of crisp, toasted shreds of ALL-BRAN, with sugar, cream and maybe some fruit.



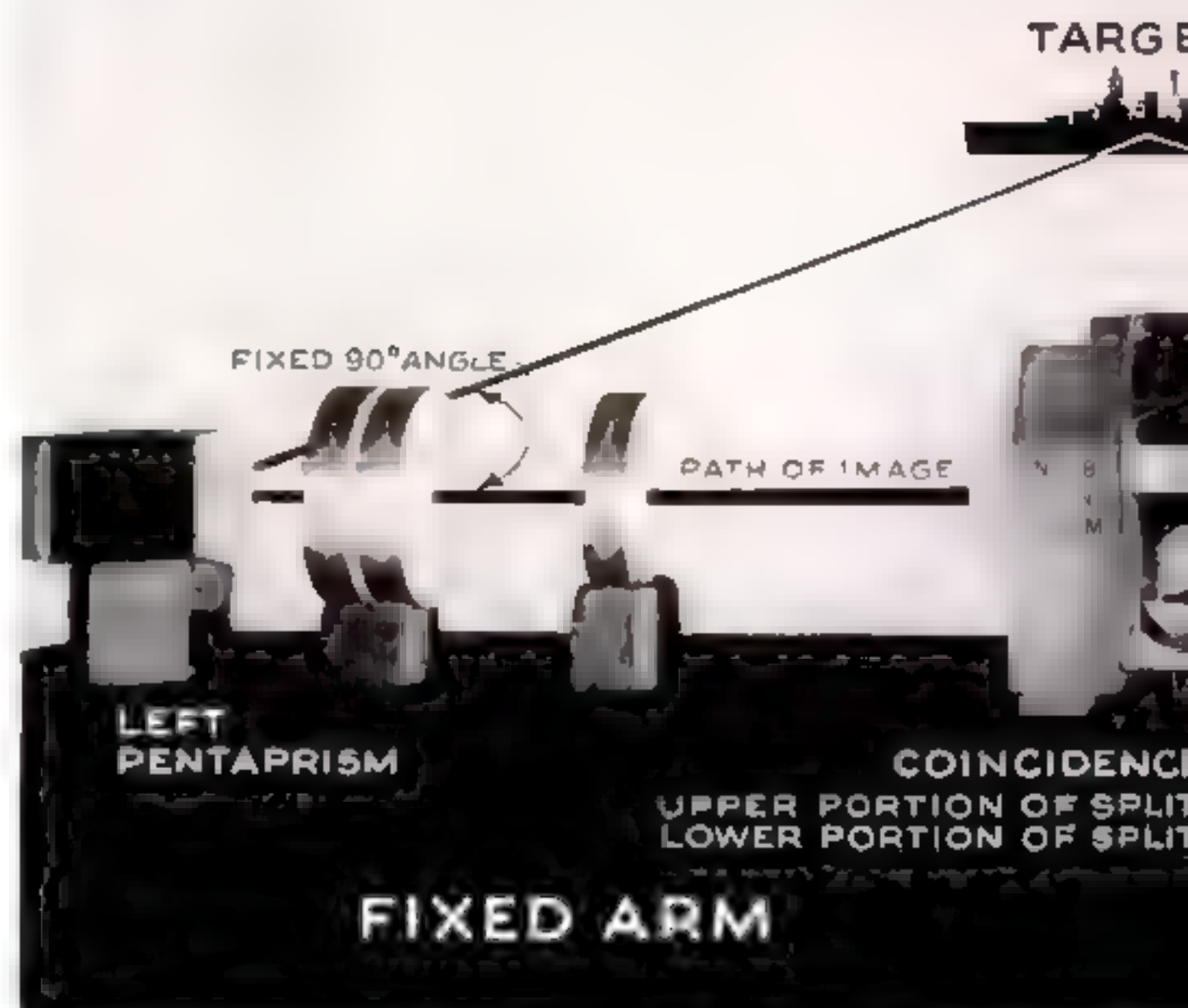
PLEASANTER! We'll leave it to you. So why not start tomorrow? Make ALL-BRAN your steady breakfast cereal, drink plenty of water, and see if you don't forget all about constipation due to lack of "bulk."

Join the "Regulars"
with *Kellogg's* ALL-BRAN

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT 1941. BY KELLOGG COMPANY

Range finders (continued)



LABORATORY SETUP SHOWS HOW SPLIT IMAGE OF TARGET IS TRANSMITTED BY

PLANE GEOMETRY MEASURES BATTLE RANGES

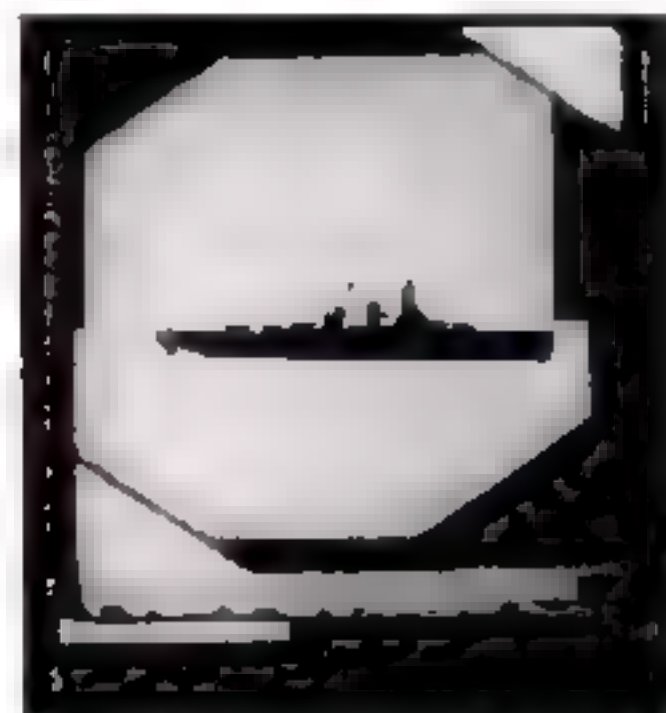
The firecontrolman in the warship's turret, glued to the eyepiece of the range finder, sees the image of his target, which may be only a mast above the horizon, cleanly split by a line across the central prism. Top half of the image, transmitted by the right or measuring arm of the finder, appears suspended in mid-air a few degrees to right or left to its bottom half, which comes in from the left or fixed arm of the finder. The firecontrolman spins a dial, brings the two halves into coincidence, and the range is called off instantly to the plotting room.

The operation thus magically performed by the range finder is familiar to schoolboys as the eighth construction of Euclid (*see right*), the solution of a right triangle with a side and one other angle known. Base of the triangle is the known length of the finder. The right angle is established by the pentaprism in the left arm of the finder. The second angle is measured by the turn of the dial which slides a wedge prism inside the measuring arm to bring the image transmitted from the right pentaprism into coincidence. From that point on the range finder performs instantaneous feats of trigonometry which produce the exact distance in yards to the target. Because of the wide base on which they project their triangles, the Navy's big turret range finders are the most accurate of all. They cost an average \$40,000 and take almost as much time as a battleship to build.

In addition to the coincidence range finder, the Army and Navy employ a binocular eyepiece stereoscopic finder which calls for operators gifted with acute perception of depth. The stereoscopic finder is particularly effective in anti-aircraft height finding. But no matter what system is used and what kind of fire they direct, all finders solve the same problem in simple geometry.

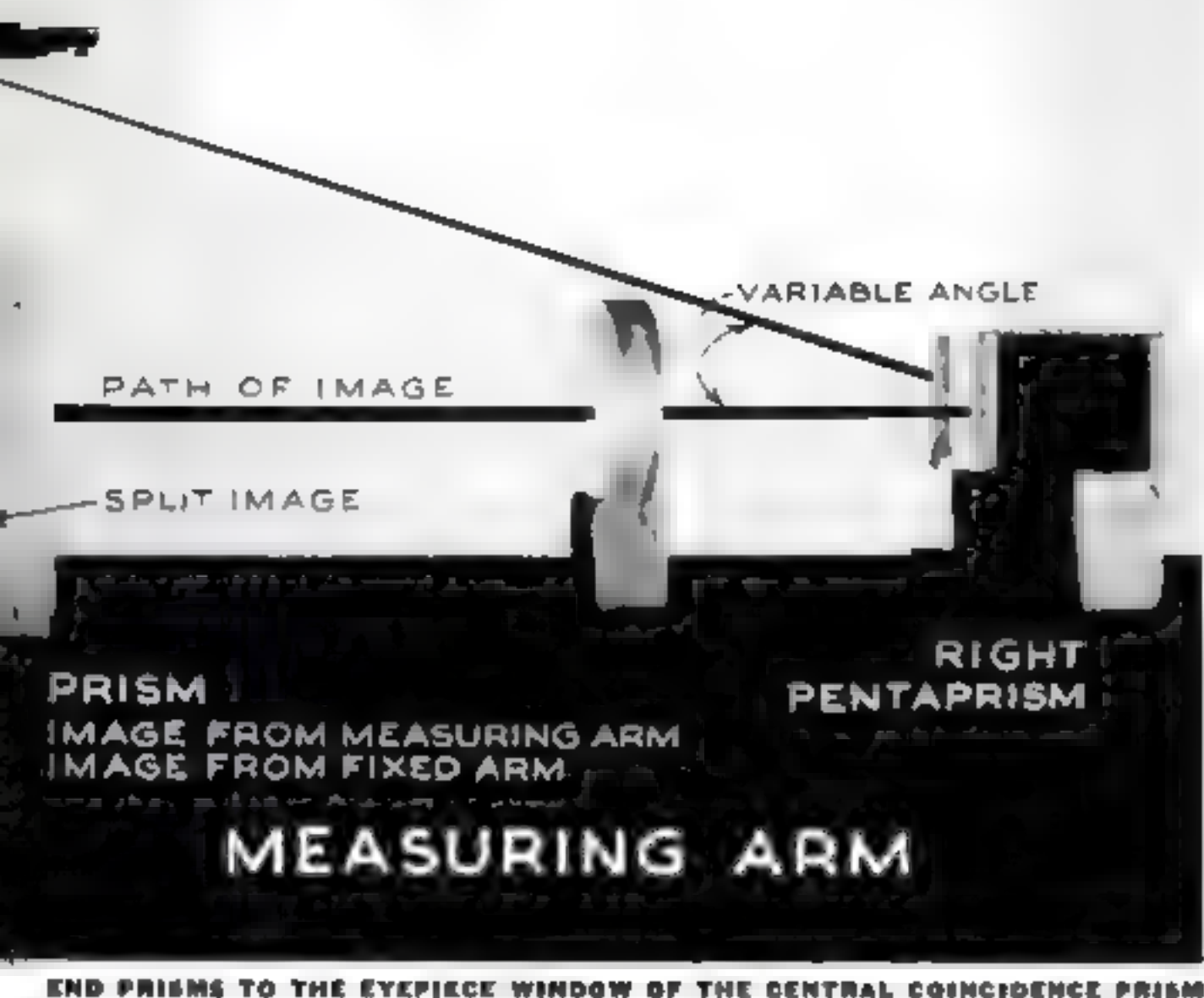


Out of coincidence, the superstructure of a battleship hangs over bow of hull.

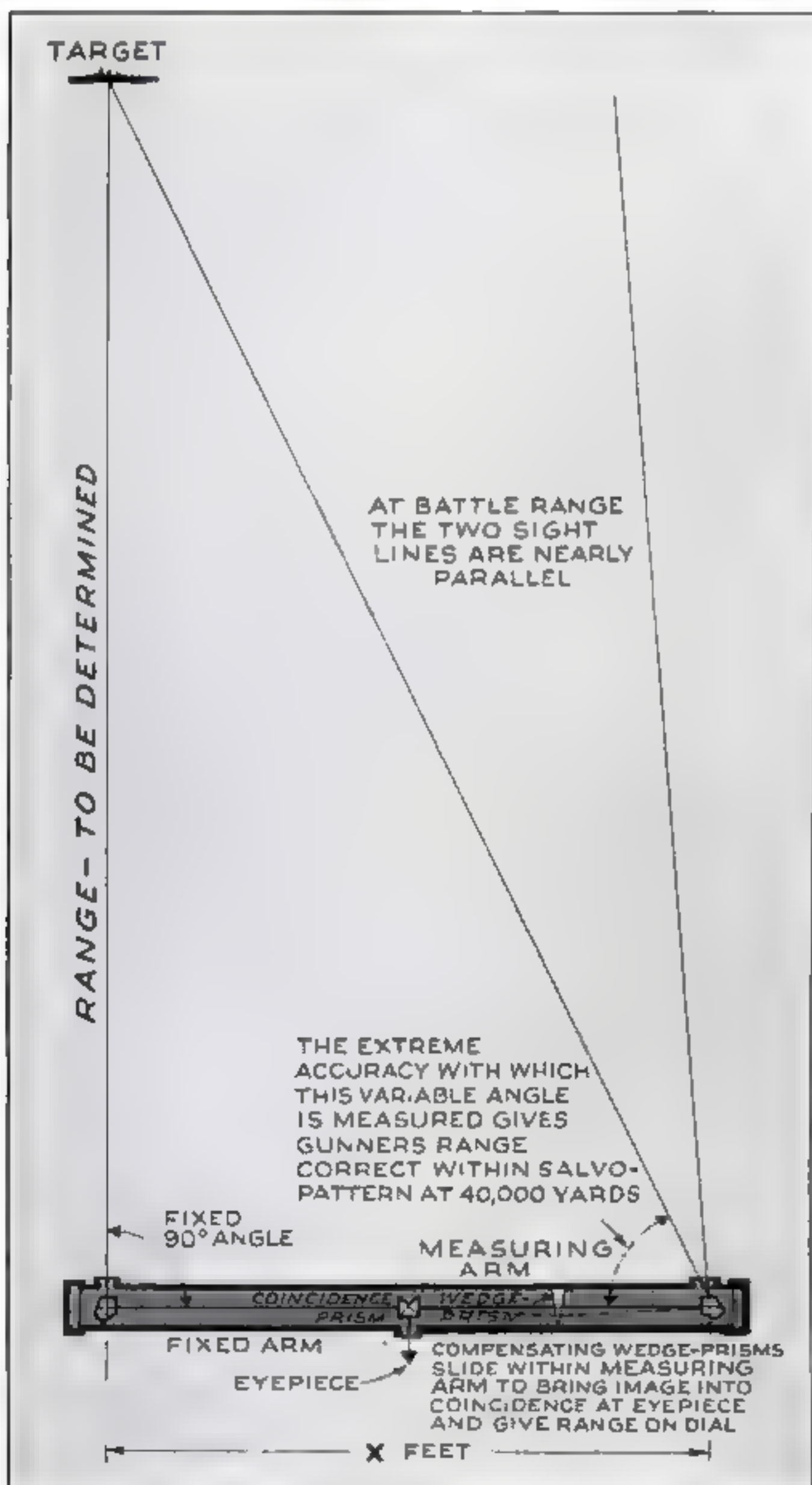


In coincidence, battleship is neatly re-assembled with superstructure in place.

Win Prizes this Summer with These Prize-Winning Cameras



END PRISMS TO THE EYEPIECE WINDOW OF THE CENTRAL COINCIDENCE PRISM

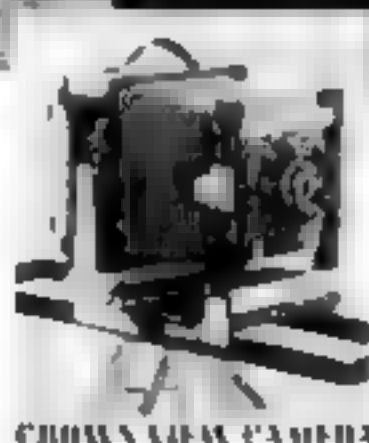


Range-finder triangle shows how wedge bends image into coincidence, measuring variable angle. With finder 20 ft. long and angle of $89^\circ+$, range would be 20,000 yd.

CONTINUED ON NEXT PAGE



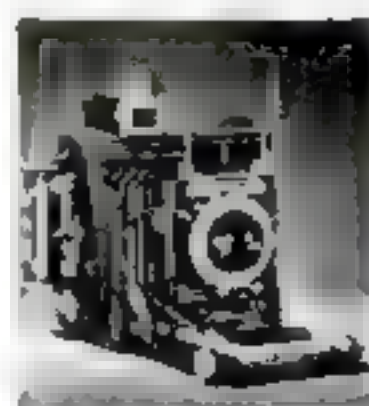
Tom Petric... Made a Junior Seaman with a Graflex... (Caption text is partially obscured and difficult to read)



CHROMA-COLOR CAMERA



2 1/4 x 3 1/4 R. R. Series B GRAFLEX



2 1/4 x 3 1/4 Miniature SPEED GRAPHIC

YEAR after year photographers using Graflex-made cameras carry off the majority of prizes in important picture contests. Proven prize-winners for thousands, these same cameras can be prize-winners for you. Get a Graflex-made camera now and start making the kind of pictures you've always wanted—pictures of real prize-winning quality.

All may be purchased, through your Dealer, on convenient easy payments if desired. Graflex-made cameras are priced from \$57.50—with down payments as little as \$12. See them at your Dealer's... When in New York City, Rochester or Los Angeles, visit the Graflex Display Rooms.

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Have your Graflex Dealer show you this finest, moderately-priced, precision-built enlarger ever made! Ask him particularly to demonstrate its VarioGRAPH controls that bring new flexibility and versatility to darkroom work. Price, without lens, \$87.50. Purchase, if you wish, on a down payment as little as \$18.

2 Valuable Photographic Books

Graphic Graflex Photography by Willard D. Morgan, Henry M. Lester and 10 other experts. New third edition—more than 400 pages—28 chapters—hundreds of illustrations. Only \$4.00.

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DEPT. L-72, ROCHESTER, N.Y., U.S.A.

Send me your free catalog of Graflex and Speed Graphic Prize-winning Products.

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BILL KLEM, National League Umpire dean of all active major league umpires and honored by appointment as umpire for 18 world series uses a Longines Stop-second Watch for all timing during the games. All umpires for both American and National Leagues also use Longines Watches, because time in baseball is important. Batters can be passed, lines assessed, and games lost through time infractions. This is the third year Longines Watches have served major league baseball umpires.

Bill Klem's personal watch is a Longines Stop-second



The leadership of Longines Watches in sports-timing, aviation and navigation, is due to the ability of Longines engineers and watchmakers to produce watches that function accurately under difficult conditions. But above all, the fine reputation of Longines Watches is due to the excellent timekeeping, long life and reliable service delivered by millions of Longines Watches, the world over, during the past 75 years.

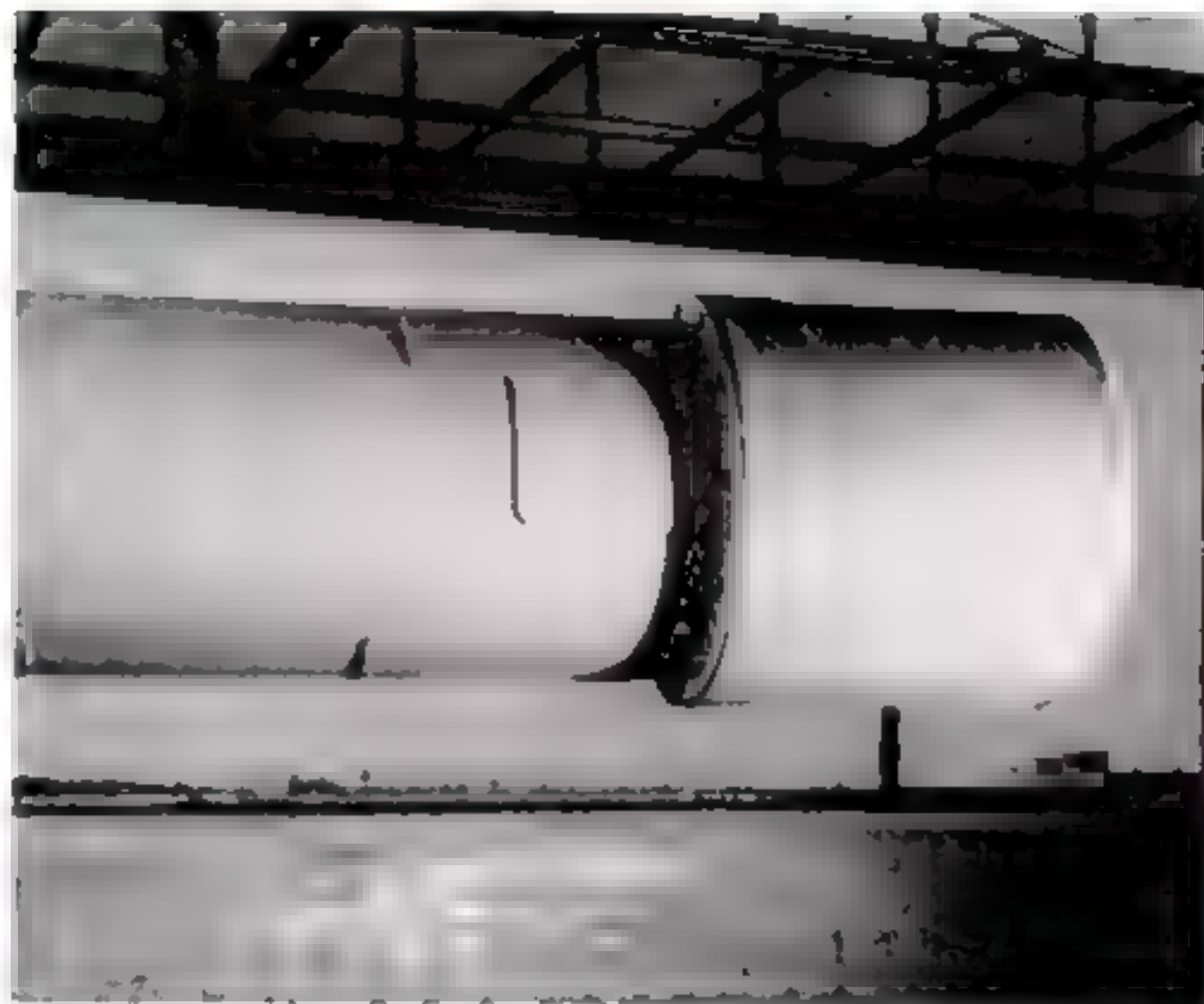
Ten world's fair grand prizes, 28 gold medals, and more honors for accuracy than any other timepiece substantiate the excellent reputation of Longines Watches.

Longines jewelers now show Longines 75th Anniversary watches priced from \$40; also Wittnauer Watches from \$24.75, products of LONGINES-WITTAUER WATCH CO., INC.

New York Montreal



Range finders (continued)



In testing tower the measuring arm of a new finder looks out at factory chimneys a known number of yards away. What the finder sees is shown in the picture below

SMOKESTACKS ARE FINDER'S FIRST TARGETS

In the long tube of a turret finder are mounted almost 100 separate optical elements and some 1,500 mechanical parts which move the prisms, lenses and wedges and calibrate the range. To bring them into perfect synchronization and finally to calibrate the dials is a six-month laboratory operation performed in a closely guarded testing tower atop the Bausch & Lomb plant. There for days technicians train the finders through open windows on the known range of distant smokestacks and target towers. Pages of statistical averages comb out the errors and bring the finder into final precise adjustment for Navy acceptance.

In battle, the range-finder reading solves the first but not the last problem of the plotting room. Before a shot is fired, the range is spun into a formula with the variable factors of speed and course of target, air temperature and humidity, barometric pressure, wind deflection and temperature of powder. Final answer swings the turret and elevates the guns. To the formula for the second salvo another figure is contributed by salvo spotters, who check the splash of shells on the hairlines of extreme depth-perception spotting glasses. But first salvo usually straddles target.



Through the range-finder eyepiece the target chimneys appear out of coincidence. This picture demonstrates also the extraordinary telescopic powers of a range finder

The "Magic Touch" of CLOROX

removes all these stubborn stains

... and Clorox is Extra-Gentle on Linens!

Fruit, berry, beverage, flower, grass, blood; many ink, dye, medicine and other stains... even scorch, mildew!



THANKS to the "magic touch" of Clorox, sonny's shirt is white again. For Clorox removes numerous stains also gently bleaches white cottons and linens snowy white brightens fast colors makes them fresh, sanitary. Clorox also makes housekeeping more efficient has many personal uses. Directions on label.

"When it's CLOROX-CLEAN it's hygienically clean!"

AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT





Tonight, Bob asked me to marry him

IT'S THREE in the morning and I ought to be in bed.

But I'm too excited to sleep. A girl doesn't get engaged every day, especially to the only man see's ever wanted to spend the rest of her life with.

I can't help how much your life can change in a few hours. Later tonight, June was just a month when the roses come out and the lake gets warm enough to swim in. Now it's the month when life begins for me. That sounds solemn, but that's the way I feel.

Life trying means anything, our marriage is going to be a success. We may not have a lot to live on, but that doesn't mean we can't have a home with taste and charm. We'll have fewer things, maybe. But they'll

be real and genuine, not just a makeshift.

That's why I'm going to ask all the family to give us sterling—real solid silver. I'd so much rather they'd give us even a little of it than a lot of something second best. Think of it!—our making a start on something that twenty years from now we'll be proudly calling "the family silver." It will gather sentiment and memories the longer we live with it. And I'll have a table that will do us proud.

Life looks pretty wonderful when you're as much in love as I am. Please, let me have the sense and taste to keep it that way.

~~~~~

*More than anything else sterling silver gives character to a home. And if your sterling is*

by International, you will have the life-long satisfaction of knowing

— that your sterling was made by the world's foremost silver house.

— that your pattern was designed by craftsmen whose predecessors were creating spoons of coin silver 100 years ago.

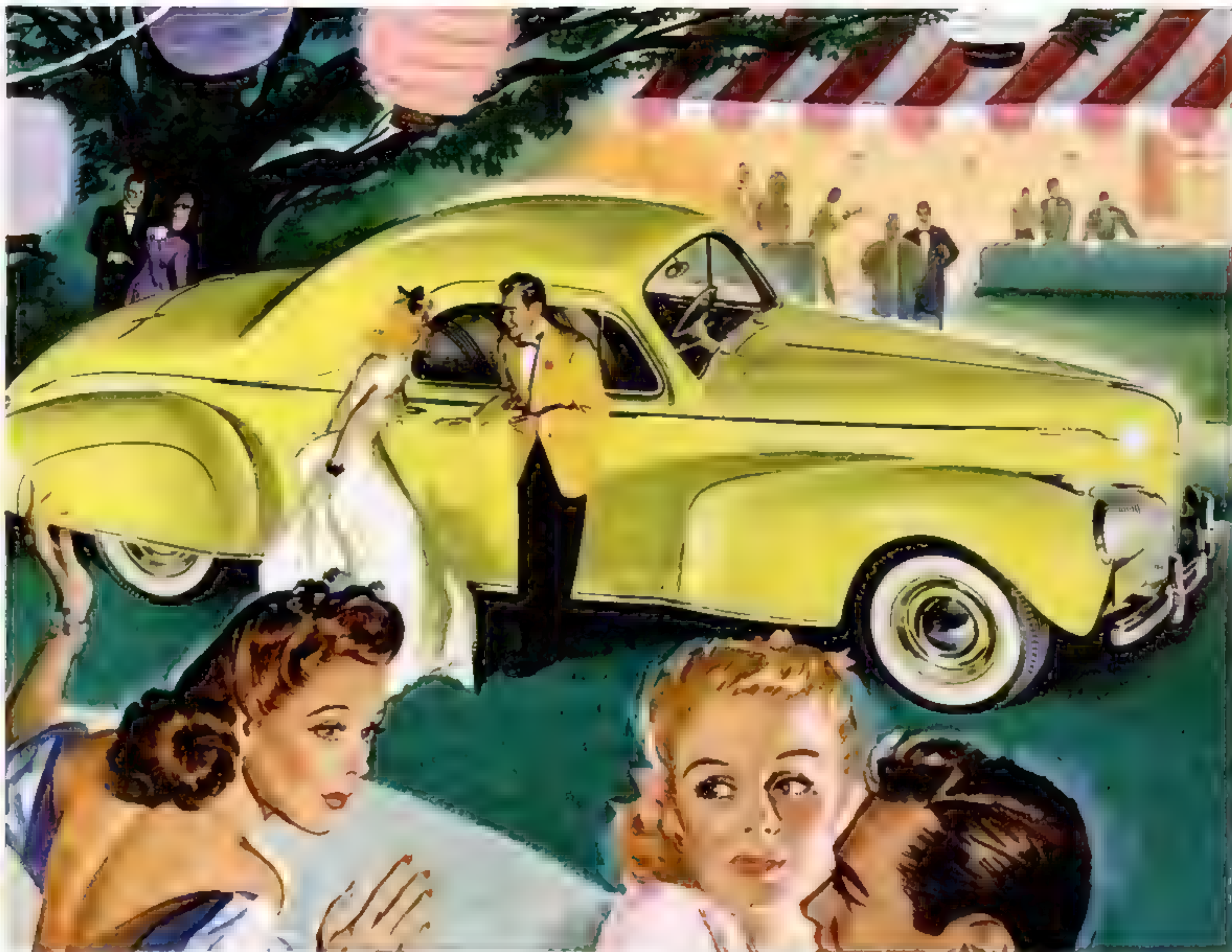
— that pieces created by International's present craftsmen are exhibited in art museums.

Yet International Sterling is moderately priced. A starting service for four in the lovely *Serenity* pattern for example costs only \$68. Gifts of extra spoons or forks may be had for only \$10. Be sure to see *Serenity*—and other beautiful International Sterling patterns—at your silverware dealer's.



*International  
Sterling*





## Home James...Junior!

He QUITE forgets that sweet, lingering look she lavished on Pinky Hodgons when he cut in on her favorite waltz. And it no longer matters that he was really pretty ragged on the rumba... For it's a velvet night, spattered with stars... And no queen of old ever entered her carriage with a more regal manner than his lovely lady of the evening as she steps into Dad's 1941 Lincoln-Zephyr.

YOU'LL sense something of the eternally youthful about this car—an elusive, dream-come-true quality which enchants everybody who drives it! Part of this charm lies in the basically different construc-

tion of the Lincoln-Zephyr. For this lean, lissome beauty, designed by skilled craftsmen and precision-built in the Lincoln plant, is triple-cushioned in rubber and *streamlined from the inside out.*

AND there's also the glider-like way this lively, low-slung car floats along the highway—the depth of its chair-high seats cradled on slow-motion springs—the safety of welded unit body-and-frame construction—its broad windows and panorama windshield. At any rate, you'll agree with thousands of owners who say this car is in a class by itself—for quality, economy, performance!

If you would know the sheer joy of commanding 12 power-packed cylinders—of owning a car that gives more fun per gallon than any you've ever had—go for a ride in a new Lincoln-Zephyr. You'll recapture a glorious new-car thrill in driving an automobile that's completely different and youthful—in spirit, looks and action.

For a new kind of motoring thrill, ask your dealer to demonstrate Lincoln Automatic Overdrive! This amazing "fourth speed forward" reduces engine revolutions by 30%—cuts fuel and oil costs... prolongs engine life... makes driving smoother, easier, quieter! Factory-installed at moderate extra cost.

LINCOLN MOTOR CAR DIVISION, FORD MOTOR COMPANY  
Builders also of the Lincoln-Continental, Cabriolet and Coupe; the Lincoln-Custom, Sedan and Limousine







ARGENTINE SOCIETY IN ALVEAR PALACE HOTEL WATCHES REGAL PEGGY MEREDITH MODEL A WORTH EVENING GOWN OF SATIN

## BRITISH MODELS WIN STYLE VICTORY IN SOUTH AMERICA

**E**ighteen willowy English clotheshorses descended on South America last month to launch the first offensive in a campaign to win for England the rich South American fashion trade. Nine of the charmers disembarked at Rio de Janeiro. The other nine went on to Buenos Aires and then to Montevideo. Reports indicate that this shapely battalion armed with the subtle weapons of silk and spice and everything nice won a major British victory.

In Buenos Aires, under the auspices of the British Em-

bassy, a series of swish fashion shows were held in the Alvear Palace Hotel. Nine leading English dressmaking establishments were represented. Since some of the manikins had put on weight in the wrong places during the trip over, a few hasty alterations had to be made. After the shows, the girls were discreetly introduced to Argentine society and playboys. All of them were under strict orders to 1) not wear any of the show clothes privately, 2) keep in groups of two and three, 3) never spend a night outside the hotel.



At Plaza bar, Ann Gethen, Paquin model, chats with son of Marquess of Tweeddale, David Hay, survivor of naval battle off Africa.



Rosemary Chance, niece of Lord Willingdon, at party for models in Argentine architect's house, chats with socialite "Tito" Casares.



"Ann!

*What a lovely chime!"*

*"Thanks, Mary Jane... ours is a Rittenhouse!"*

**I**F BEAUTY tempts you, if you prefer a door chime to blend with your tasteful home decorations, you will choose the smart styling which has long distinguished Rittenhouse Chimes. With this beauty will come the rich, golden tone that Rittenhouse Chimes assure... which *only* years of research can achieve. You'll also have the patented, smoothly-operating mechanism available only in Rittenhouse Chimes.

And... you'll enjoy that keen, personal satisfaction of owning a Rittenhouse... the *sterling* mark on door chimes... the kind your friends prefer. Satisfaction of all kinds awaits your purchase of a Rittenhouse Door Chime... NOW!

For an "inspired" gift select a Rittenhouse Door Chime

Insist on a Rittenhouse. Priced to fit every purse. At department, electrical and hardware stores. If not at yours, write us.

The A E Rittenhouse Co., Inc.  
Dept. L6, Honeoye Falls, N. Y.

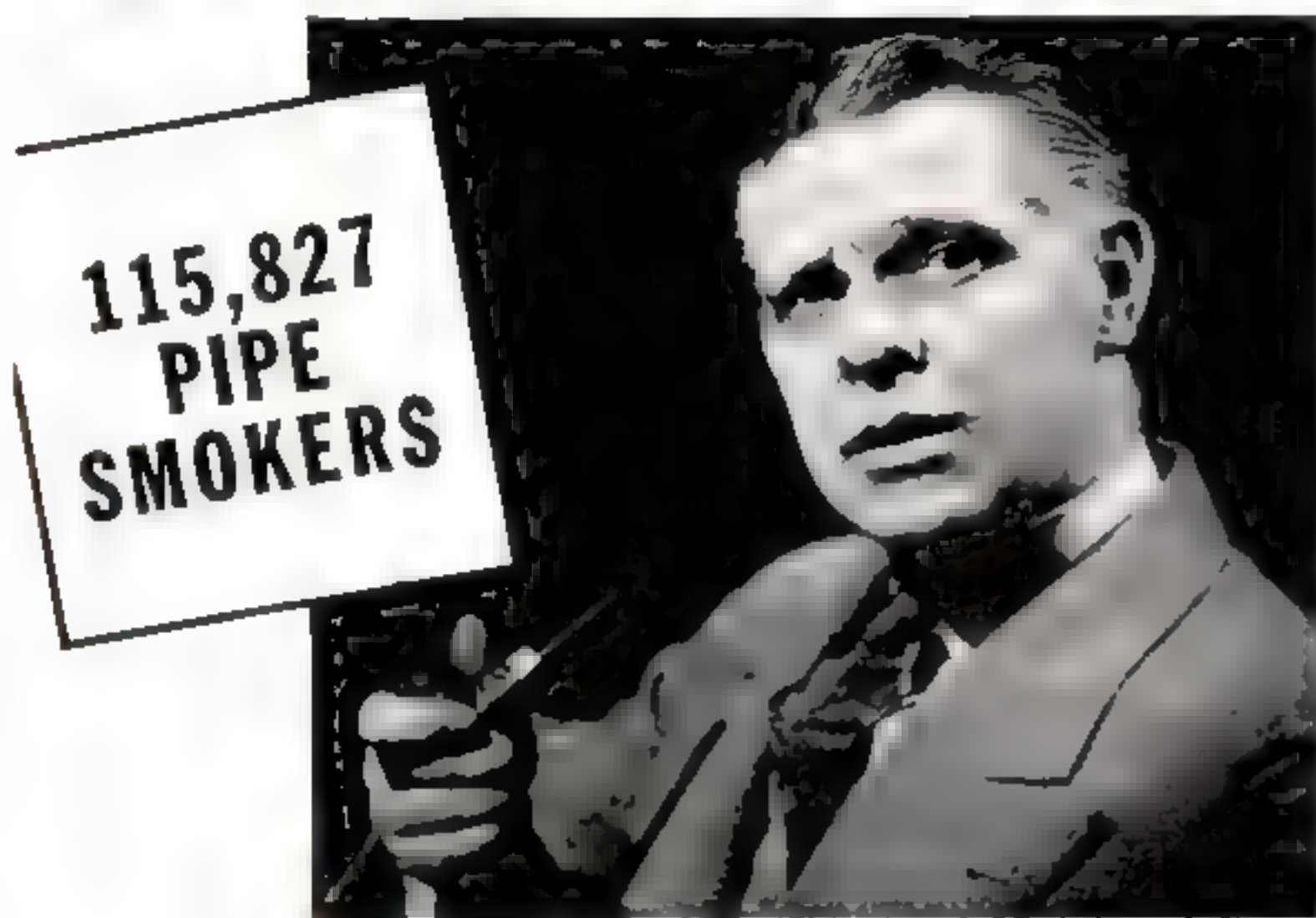


# RITTENHOUSE DOOR CHIMES

CONTINUED ON NEXT PAGE



# SUSPECT



## MISSING

**the pipe enjoyment of this different truly aromatic tobacco —**

**A**MONG readers of this magazine alone, there are 115,827 pipe smokers who—once they try BOND STREET—will refuse to smoke any other brand.

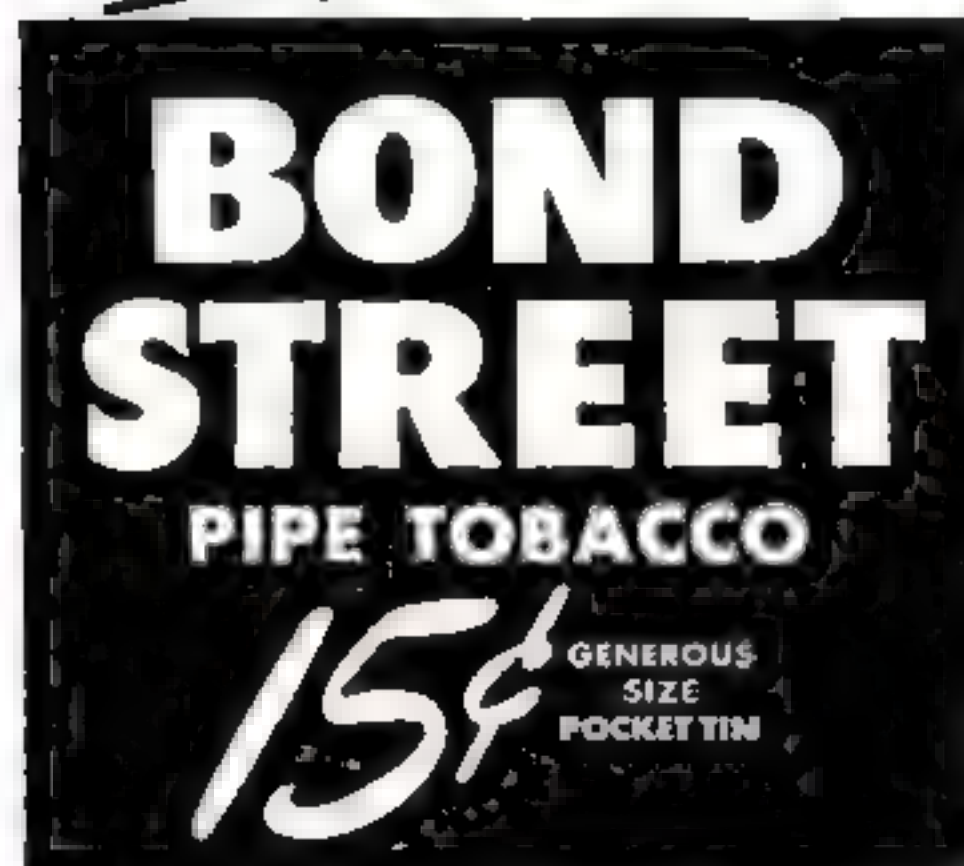
We know. Our experience proves it's a *natural* for a high percentage of every thousand pipe smokers. The reason is clear —

**BOND STREET** contains a rare aromatic tobacco never before used in any popular priced mixture.

It smokes clean—sweet—mild as a custom blend. Entirely different from anything you ever tried. Leaves no stale pipe odors in the room. Even the ladies like its light, fragrant aroma.

Buy a tin — make this discovery — today!

*Truly AROMATIC!*



A product of PHILIP MORRIS

## English fashions (continued)



Geared to local taste is this Worth dress with hip-length jacket of black crepe with ruffled neck and cuffs. Elegant ladies of Argentina are partial to simple, well-cut black-and-white outfits. Peggy Meredith modeled all clothes from house of Worth.



Matching accessories were used in several collections. Digby Morton designed above outfit with hat and blouse of same fabric



Nina Trent, Creed model, won applause in light coat with black saddle stitching on seams and pockets.





**Dolores** whose real name is Dorothy Stephenson. She represents Norman Hartnell, dressmaker to H. M. Queen Elizabeth. Gown above, called "Plantagenet," is of ivory-colored satin with elaborate shell and huckle embroidery on bodice and shoulders.



Patchwork jacket and matching hand bag, designed by Digby Morton, is worn with a simple white pique dress



Stripes and checks are cleverly combined in this Worth linen suit. Checks in jacket and stripes in dress are of the same colors.

CONTINUED ON NEXT PAGE

## Watch Your Dog Thrive on **GAINES DOG FOOD**

Choice of the  
**U. S. ANTARCTIC  
EXPEDITION**

Start Today  
**FREE!**



**D**OG owners, here's good cheer! Now when you buy Gaines you get a dog food that's been tested and proved—through use—by the U. S. Antarctic Expedition! And think of this: You don't even have to buy it to try it! Just mail the coupon below for a **FREE** trial supply. Do it today—and then ready yourself for a really thrilling surprise!



### Can Cut Costs In Half

You'll find Gaines different! It's a dry food with 92% of all moisture removed! You buy anywhere from a day's to many weeks' supply in a convenient paper bag. Then you feed it just as the U. S. Antarctic Expedition has been feeding it—by adding equal parts water. Because you pay for no moisture, you can cut feeding costs by as much as 50%!



### Extra Health Benefits

Best of all, Gaines contains all the

vitamins (A, B, D, E, and G), minerals, proteins and cereals known to be needed by dogs—all in scientifically-balanced proportions. That's why so many of America's best-known breeders depend on Gaines to help their dogs develop clear eyes, glossy coats, sound bones, strong muscles and plenty of pep.

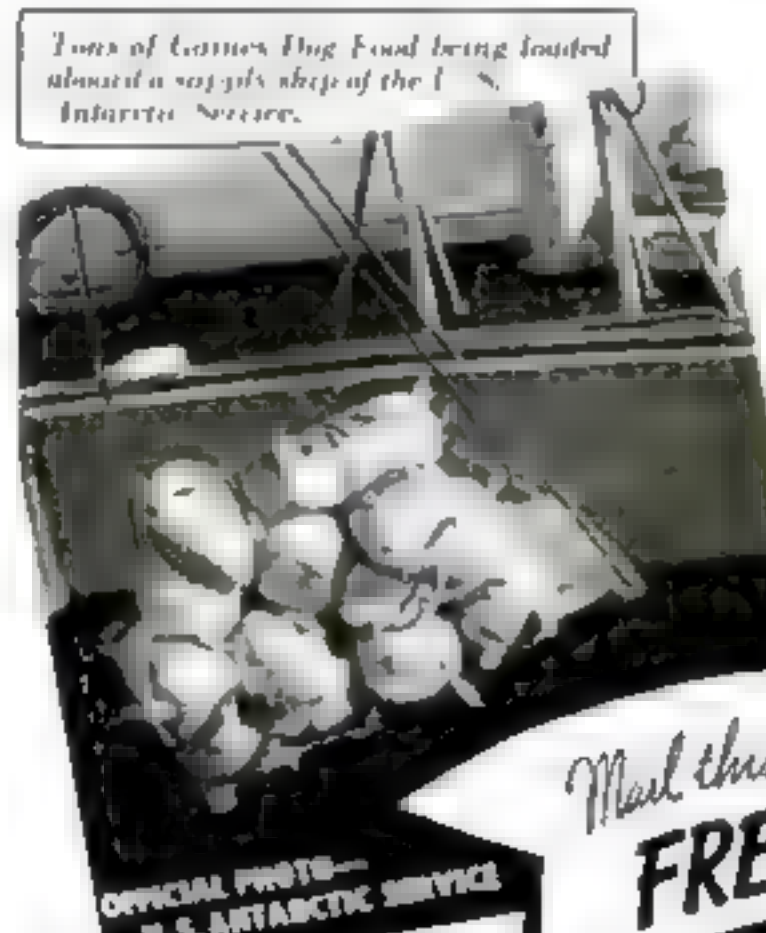


### A Grand Summer Food

Dogs like Gaines, thrive on it in summer as well as in winter! The U. S. Antarctic Expedition proved this by spending several weeks in the tropics going to and from Little America. Despite extreme tropical heat—and the extreme cold of Antarctica—these dogs stayed in tip-top shape to prove Gaines year-round effectiveness.

### Available in 2 Forms

Try Gaines Meal and Gaines Krumchon (meal in pellet form) today. Write Gaines Food Co. Inc., Box LM-6, Sherburne, N.Y., for samples of both types. With these samples you'll also receive an illustrated feeding guide you'll find invaluable. Act now; the coupon never will be handier!



Mail this Coupon Today for  
**FREE FOOD -**

WHEREVER YOU SEE  
THE PICTURE OF THE  
DOG TEAM AND  
SLEDGE, THINK OF  
GAINES DOG FOOD

**GAINES FOOD CO., INC.**  
Box LM-6, Sherburne, N.Y.

Send illustrated booklet "Health for Your Dog." Also **FREE** SAMPLE SUPPLY of Gaines Food for

Puppies (No.)..... Older Dogs (No.).....

My Name.....

Address.....

City..... State.....

Canadian Representative: Warr Food Company,  
2314 Queen Street East, Toronto, Canada



(BACK) (FRONT)

GAINES available in  
2 and 5 lb. bags at  
your dealer.



# MOTHS WILL NEVER EAT THIS SUIT



## NO ODOR...NO WRAPPING NO STORING AWAY!

Yesterday Bill Johnson bought this new suit. When it arrived, Mrs. Johnson sprayed it all over with LARVEX. That took only a few minutes and cost less than a single "pressing"—yet gave Bill's suit the positive LARVEX protection against moth damage that has been used for years by leading woolen mills, laundries and dry cleaners.

As a result of spraying all their clothes—old and new—once a year with LARVEX, the Johnsons will never find a moth hole. For moths starve to death rather than eat LARVEXED clothes, sofas, rugs and drapes.

### LARVEX IS DIFFERENT...

**SURE:** Not even dry cleaning will impair the positive year-round protection LARVEX gives to woolens.

**QUICK:** With LARVEX, it takes only a few minutes to mothproof a suit, or a dress and jacket for 12 months.

**EASY:** The LARVEX bottle sprayer is so simple to use.

**CHEAP:** Only 79¢ per pint, \$1.19 per quart, so it costs less than a single "pressing" to mothproof a man's suit for a whole year.

At all drug and department stores. LARVEX, New Brunswick, N. J.



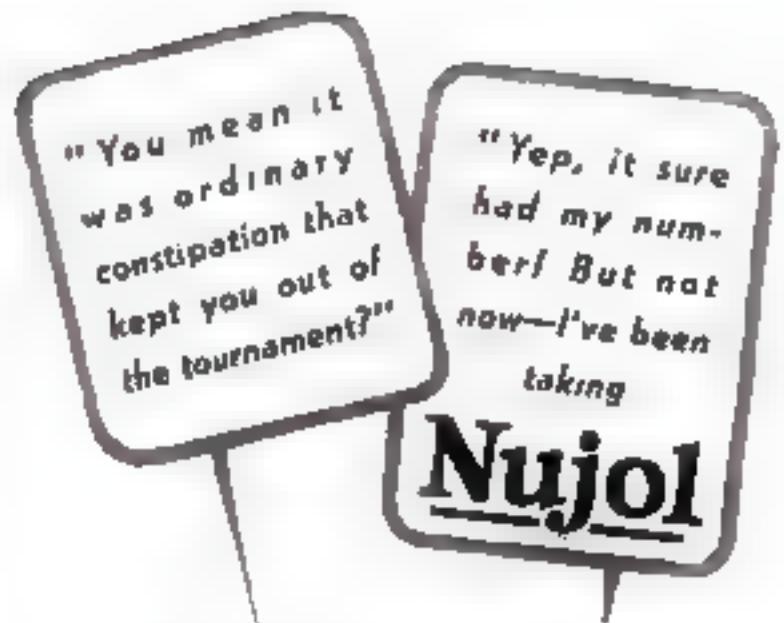
# LARVEX\*

ONE SPRAYING MOTHPROOFS  
FOR A WHOLE YEAR

\*Reg. Trade Mark



Linon beach outfit in soft rose and ivory, designed by Norman Hartnell and modeled by Dolores, is one of few active sports clothes shown. Note the British crest above.



**CONSTIPATION** is not created overnight... certainly it should not be purged overnight by violent methods that high-pressure you and leave you "wooly." A tablespoonful of odorless, tasteless Nujol each night and morning establishes effective intestinal lubrication, gives continuing relief from ordinary constipation. Not "just another" mineral oil—Nujol's viscosity is scientifically controlled to give best results. Get a bottle at the druggist's.



**Dogs that refuse  
other food EAT  
Ideal with gusto  
day after day**



## FIERY ITCHING DUE TO POISON IVY



Relieve maddening torment as many others do—bathe with a thick lather of mild Resinol Soap, then apply soothing Resinol Ointment. It's tested medication has prolonged action. For free sample each, write Resinol L-10, Baltimore, Md.

# RESINOL OINTMENT AND SOAP





A manufacturer was expanding his production facilities. In building an additional wing, he wisely decided to use fire-resistive construction. But, as the White Fireman\* pointed out, since the original plant was not of fire-resistive construction, the joining would subject the new building to the fire hazards of the old . . . and thus deprive the manufacturer of the lower fire insurance rating to which the fire-resistive construction entitled him.

On the White Fireman's suggestion, the two sections were separated by fire doors, and this simple precaution, plus several other easily arranged safeguards against fire, brought the manufacturer an appreciable reduction in his costs of not only fire insurance but also Prospective Earnings (Use and Occupancy) insurance.

\*THE WHITE FIREMAN symbolizes the loss-prevention engineering service maintained by this Company to the advantage of policyholders. It is available through any North America Agent or your insurance broker.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of . .



## Insurance Company of North America

PHILADELPHIA

FOUNDED 1792

*This oldest American fire and marine insurance company and its affiliated companies write practically every form of insurance except life*

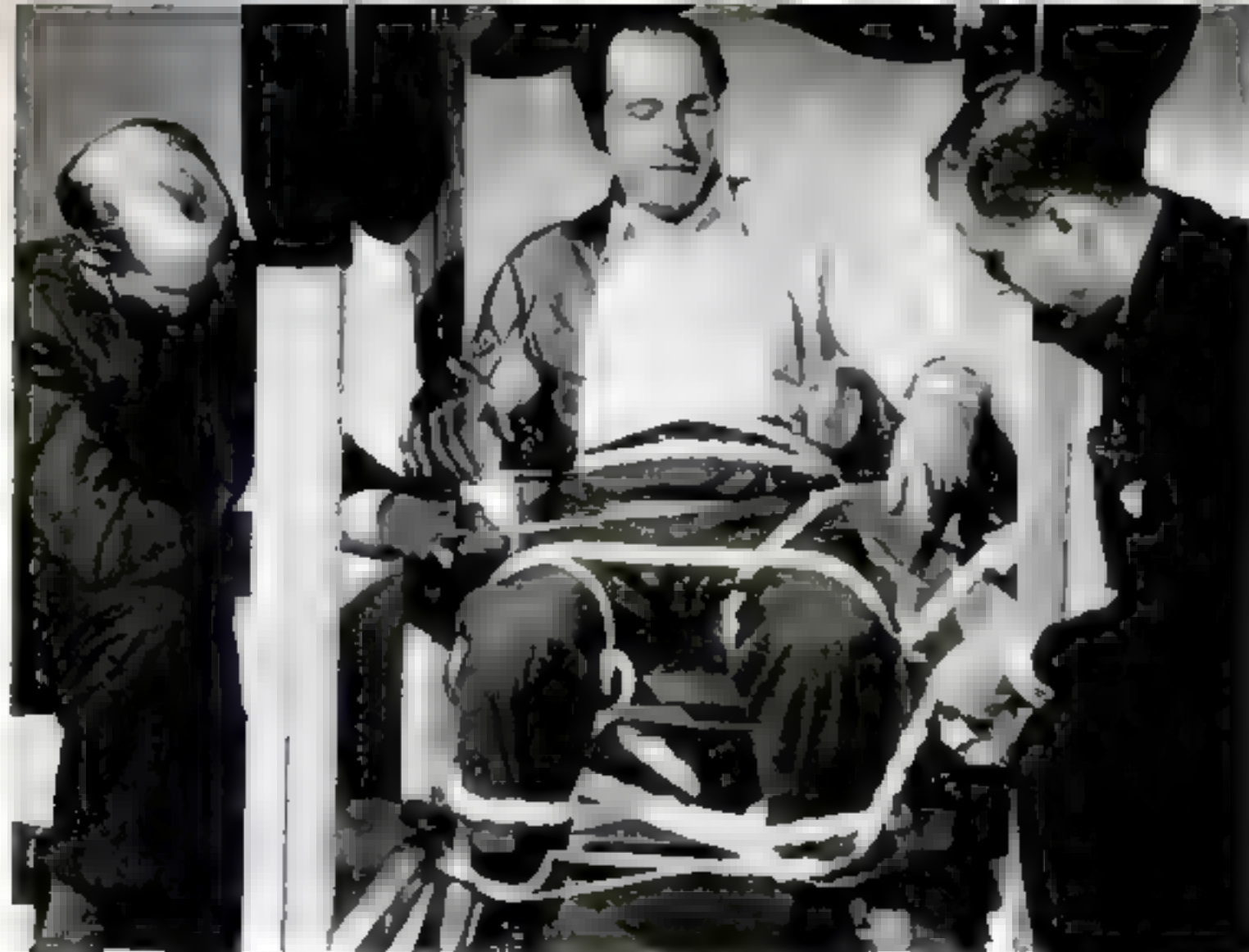
CAPITAL: \$12,000,000 • LOSSES PAID: \$457,000,000





**PORTRAIT OF "ASTRAL BODY" AT SEANCE**





**Joseph Dunninger** demonstrates one method by which fraudulent mediums produce spirits. Sitting in a medium's cabinet, with curtains raised, he is bound tightly to armchair with ropes.



Inside cabinet, curtains closed, he disengages arm of chair without disturbing bonds. Below: with aid of telescopic rod and luminous cloth he fabricates "ghost" shown on opposite page.



# SPIRITUALISM

## A PSYCHIC INVESTIGATOR EXPOSES MEDIUMS' FRAUDS

**O**n March 31, 1848 a little girl named Catherine Fox stood in her parents' home at Hydesville, N. Y. and snapped her fingers three times. "Do as I do," she commanded. While her mother listened awe-struck, three ghostly but perfectly audible raps sounded in the room. Then Catherine extended her hand, asked, "How many fingers am I holding out?" There were four raps and Catherine cried: "Lark, Mother, it can see as well as hear!" At that moment the Spiritualist movement, as it is known through the Christian world today, began.

Man's desire to see beyond the grave is as old as man himself. Soothsayers, seers, witches and wizards were all by-products of that desire. The cradle of Modern Spiritualism, however, was the Fox home in western New York. Catherine Fox and her sister Margaret appeared before learned groups on two continents. The "spirit raps" they unfailingly produced gave millions renewed faith in a life after death. In 1888 they confessed they had achieved their raps by cracking the joints of their big toes.

Meanwhile Spiritualism had spread so far and so fast that their confessions were deprecated and even disbelieved. During World War I Spiritualism flourished best. Now in the midst of another war unhappy men and women are turning in growing numbers to seance parlors for advice and consolation. Herewith LIFE examines certain aspects of Spiritualism with Joseph Dunninger, nationally known magician, mentalist and psychic investigator. As chairman of the *Scientific American* Committee for Investigation of Psychic Phenomena and the Universal Council for Psychic Research he has attended over 1,000 seances. To date he has witnessed nothing he cannot duplicate by trickery or explain by natural means. Neither Dunninger nor his committees deem Spiritualism as a religion in which 500,000 Americans find comfort. Their concern is with fraudulent mediums who deceive gullible people for gain.



**Spirit hand** of Doyle's son appears at seance. L.: Mrs. Houdini, R.: Dunninger.



**Ectoplasmic formations** float from medium's cabinet behind standing witnesses.



**Famed Medium Nino Pecoraro** goes into a trance during seance. R.: Houdini.



**"Spirit photograph."** Mediums have collected up to \$50,000 for fakes like this.



*Message*  
"Bottleneck"

THIS MESSAGE APPEARED AT THORNE SEANCE. WRITING IS SUPPOSEDLY LODGE'S

## LIFE GOES TO A SEANCE

In a safe deposit box in New York lies a heavily sealed envelope containing secret messages entrusted to Dunninger by Edison, Houdini and Sir Arthur Conan Doyle before they died. Each vowed if return from the grave were possible, he would transmit the key words that only Dunninger knew. A prize of \$10,000 offered by the Universal Council for Psychic Research awaits any psychic who can "bring through" those words. In the last decade thousands of "messages" have been submitted. None has won the prize.

Below you see the most recent attempt to obtain the Houdini message. At a seance in New York a few weeks ago, the Rev. Edward L. Thorne produced a one-word message supposedly delivered for Houdini through the spirit of Sir Oliver Lodge. The word "bottleneck," said Dunninger, was significant but not part of any of the three messages in his care. He was not impressed by the fact that pencil marks had appeared on the card. At right he demonstrates how the writing might have been produced.



"Scientific American" committee witnesses Medium Thorne's try for \$10,000 spirit message. They are "to discover a truthful, scientific explanation of spiritistic phenomena."



Seance audience looks on as Medium Thorne and Skeptic Dunninger take a package of white cards, select one, saw it in two, and place it between two pieces of glass and type glass to make.



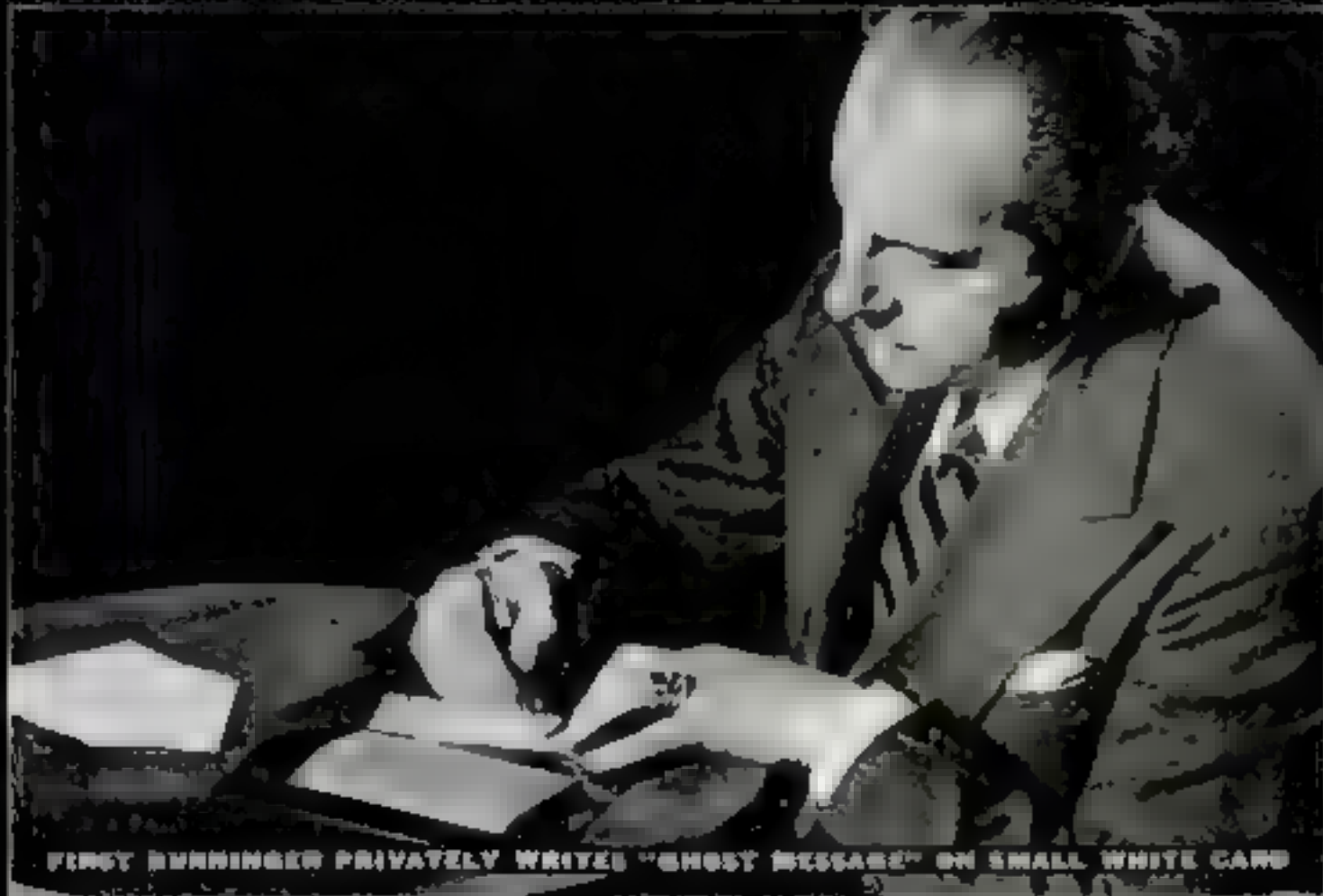
Seance is on. Medium sings, prays, musters spiritistic powers. Dunninger watches glassed-in card on table. Medium and followers claim they see spirit hand hovering over the glass.



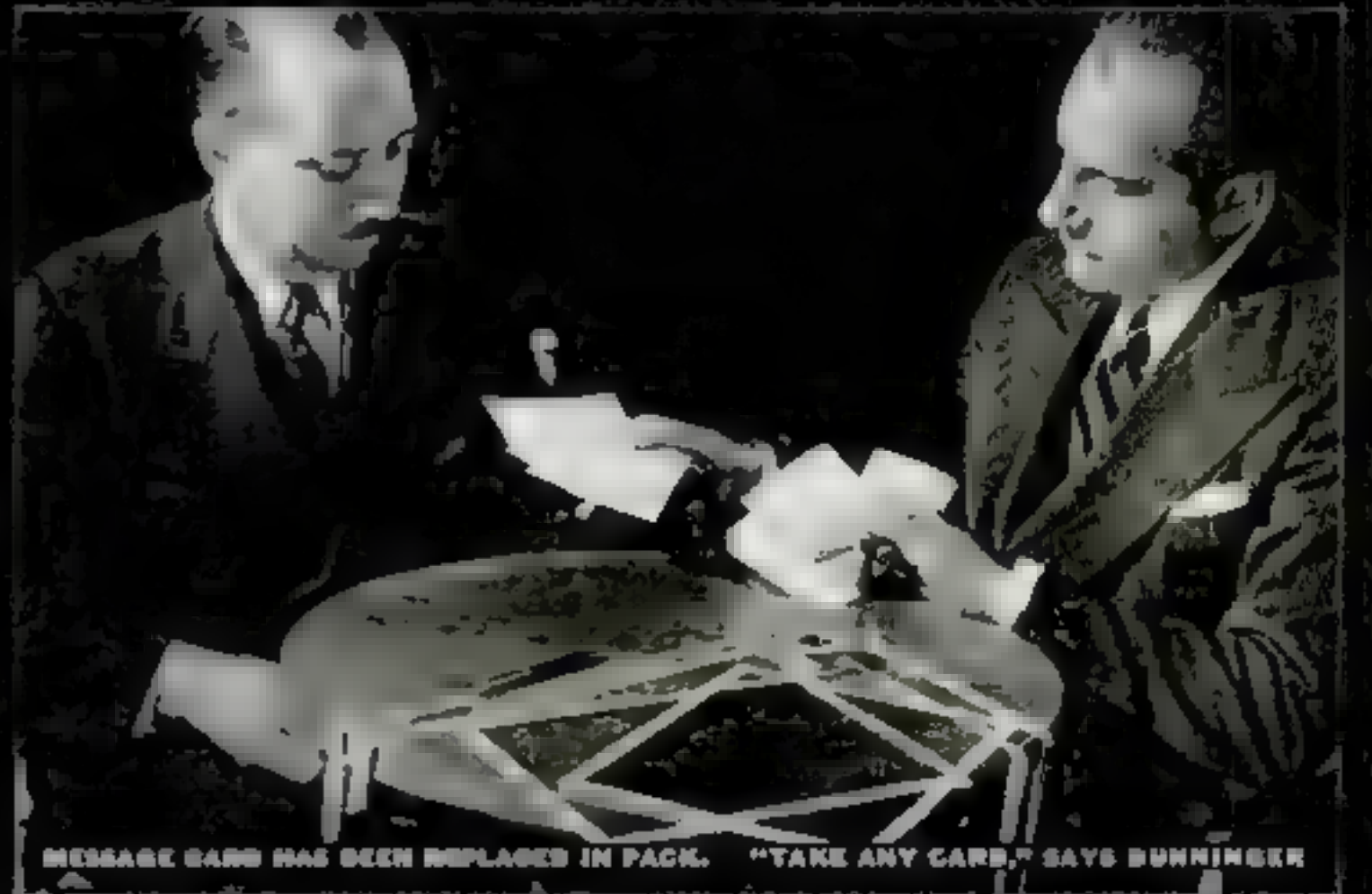
Dunninger examines card and finds the message shown above. One Spiritualist vouches for authenticity of the signature, but "bottleneck" is not good enough for \$10,000 prize.



# ... DUNNINGER PRODUCES A "SPIRIT MESSAGE"



FIRST DUNNINGER PRIVATELY WRITES "GHOST MESSAGE" ON SMALL WHITE CARD



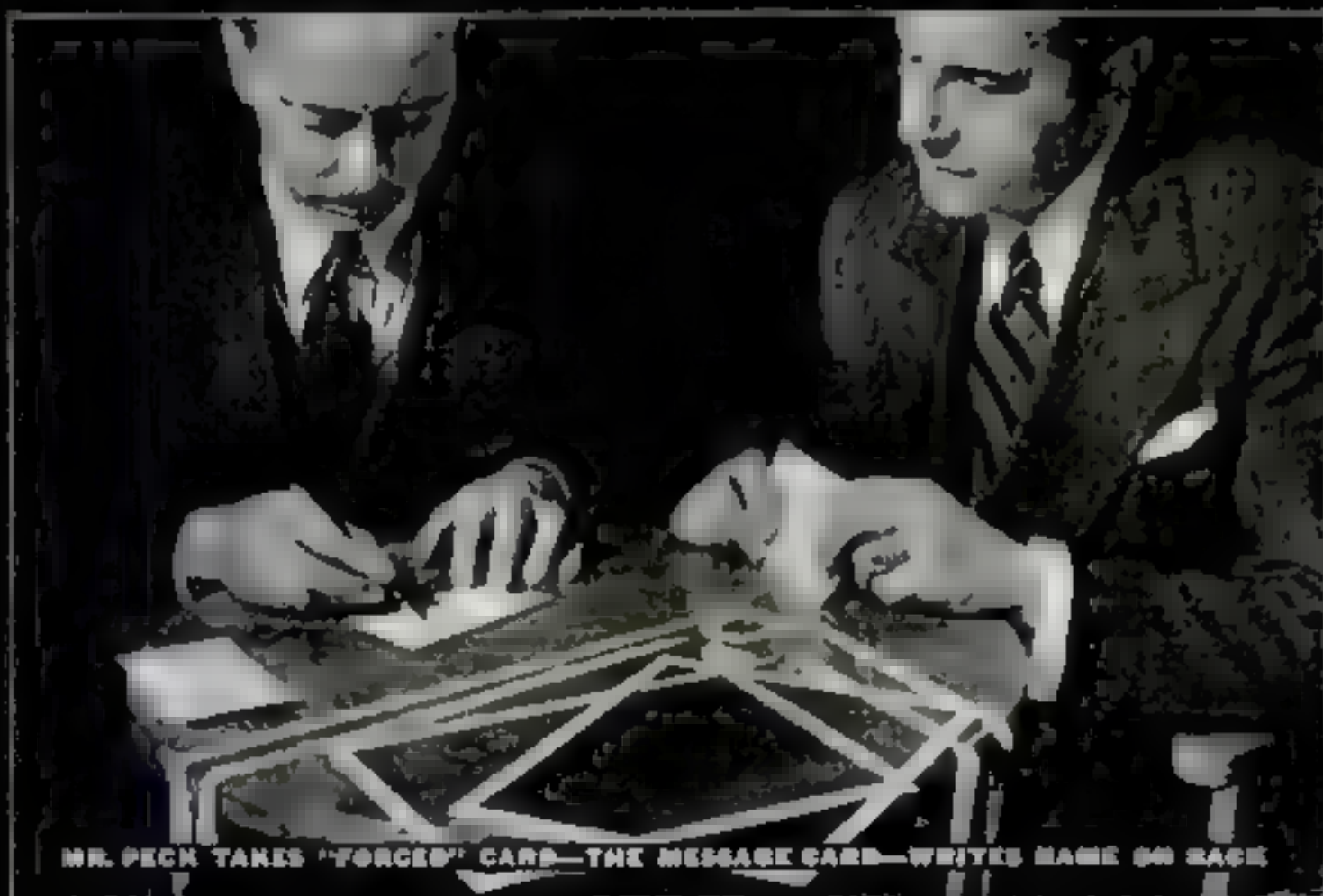
MESSAGE CARD HAS BEEN REPLACED IN PACK. "TAKE ANY CARD," SAYS DUNNINGER



FLIPPING THE CARDS RAPIDLY HE DROPS MESSAGE CARD FACE DOWN ON TABLE



HE SHOWS THE CARDS TO A. PAUL PECK, AN EDITOR OF "SCIENTIFIC AMERICAN"



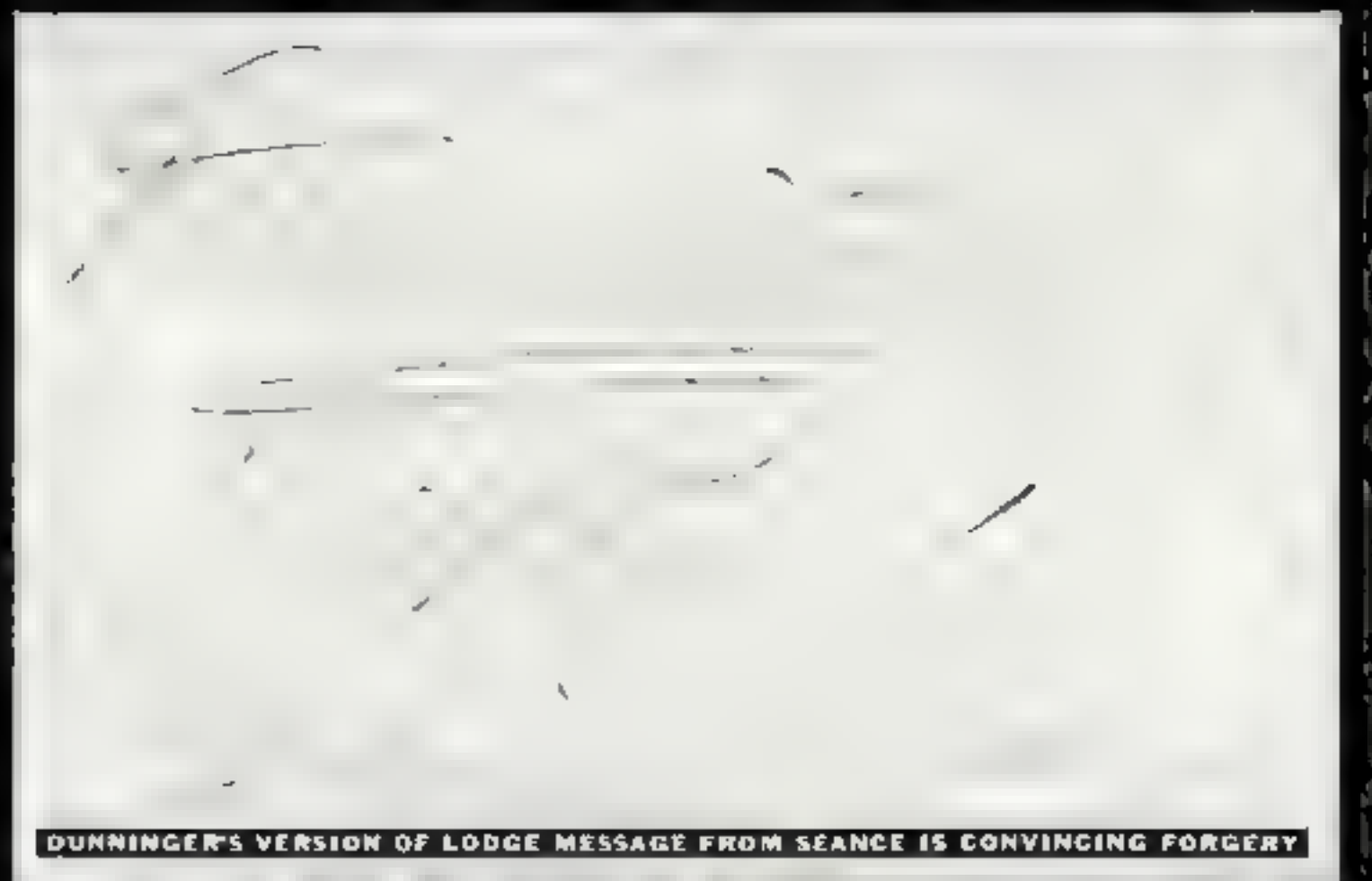
MR. PECK TAKES "FORCED" CARD—THE MESSAGE CARD—WRITES NAME ON BACK



CARD IS PUT BETWEEN GLASS, TAPED DOWN. DUNNINGER GOES INTO "TRANCE"



THE HAND HAS WRITTEN. MR. PECK TAKES UP GLASS AND FINDS SPIRIT MESSAGE

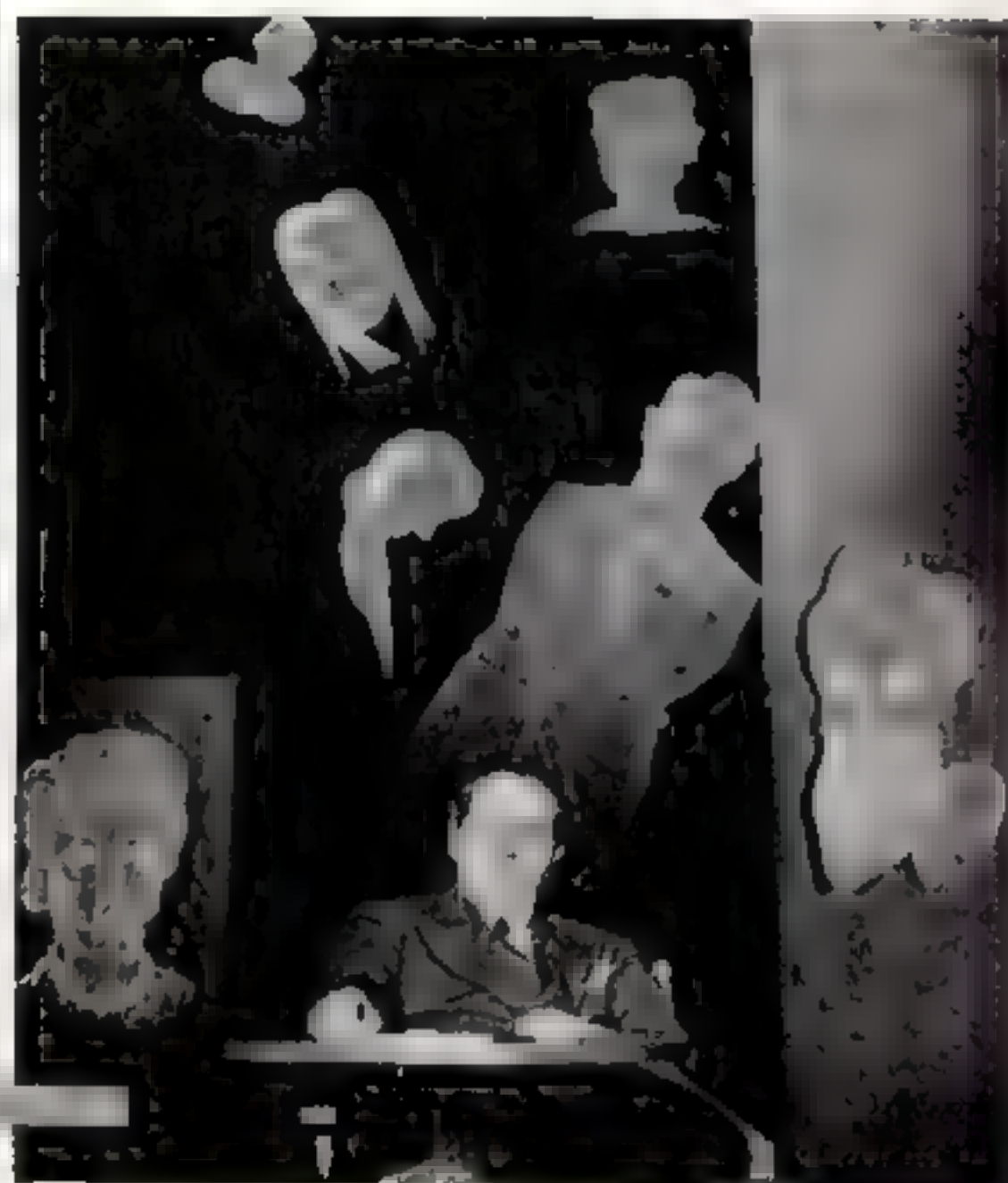


DUNNINGER'S VERSION OF LODGE MESSAGE FROM SEANCE IS CONVINCING FORGERY





PLAYING MEDIUM, DUNNINGER CONJURES UP SOMEBODY'S FAMILY TREE FOR A GREAT SPIRIT PHOTOGRAPH



Phony ghosts in spirit photograph at left are simply images applied with luminous paint on fragments of black velvet. Velvet blends in with black velvet of backdrop. Trick lighting and double imaging in printing produce effect shown at left.

## PHYSICAL PHENOMENA

**S**cience phenomena fall into two categories. In one the medium demonstrates purely mental powers: clairvoyance, telepathy, trance speaking. The other encompasses the physical phenomena of levitation, rappings, luminous materializations, automatic writing, spirit voices and the like. It is with these manifestations that Dunninger and his fellow investigators are concerned.

The question most often asked by skeptics is: If spirits can communicate with earth-bound man, why must they employ eccentric methods? Why do spirits need trumpets, tambourines, bells? Why do mediums operate behind curtains or in the dark? Dunninger's answer is that most physical mediums consciously or unconsciously utilize techniques of deception. Many, he contends, are simply prestidigitators and escape artists who attribute their professional prowess to supernatural aid. But to their followers mediums are ministers of the faith. There are two main

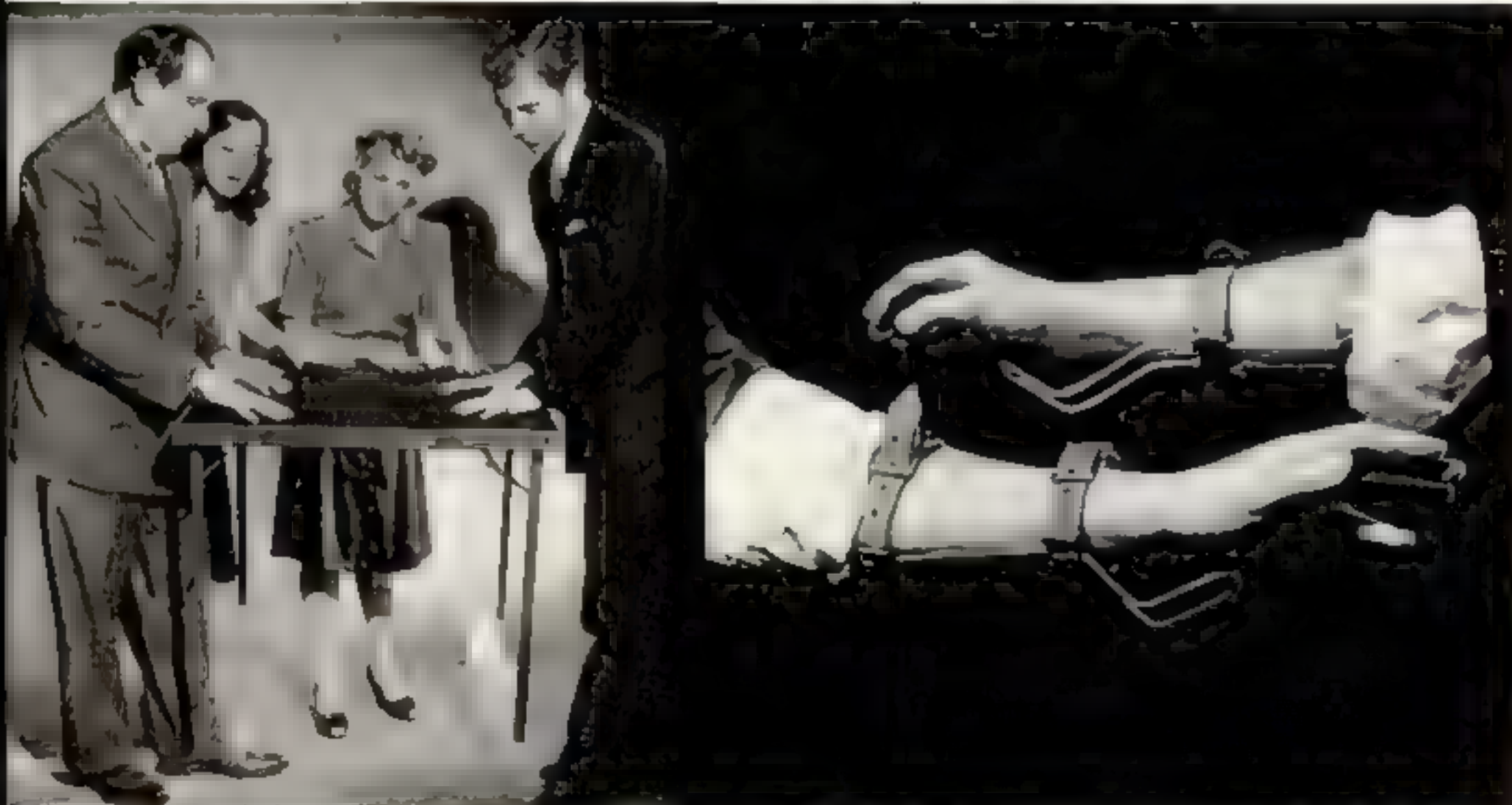


Table levitation has been a favorite medium's trick for 100 years. Dunninger and his assistant stand at opposite sides of the table.

All place hands lightly on the table top. With hooks strapped to arms, right, medium and assistant accomplish the levitation.



Trumpet seance is old stand-by. Clients place hands on medium's hands, feet on his feet. Medium uses right





**Moving apparition**, shown in scene picture at right, is trained in luminous paint on back inside of lady's undergarment or dress. In the darkness, lady's stance or other life-preserver hints, revealing floating, full-length figure of spirit, incarnate.

## MAKE BEST SEANCES

spiritualists' organizations in the U.S. which license mediums and grant the title "Rev." for a fee. Ministers of the Spiritualist Church in some states may officiate at weddings and funerals. Seance procedure, however, varies little whether the medium is a "Rev.," "Mr." or "Madam."

On these pages Dunninger explains the more familiar tricks of the psychic trade. Exposures and arrests have made mediums wary. Too often "astral" apparitions have been grabbed in the dark by cat-chasers. Too often splendid cascades of "ectoplasm"—which the *Encyclopedia Britannica* learnedly discusses in an article on Spiritualism by the late Sir Oliver Lodge—have been identified as cheese cloth, mush or foibly mixtures of peroxide and toothpaste. Today many a medium confines himself to mere verbal transmission of messages from beyond. But hundreds of specialists in physical phenomena still practice. Here you see how some of their effects are obtained.



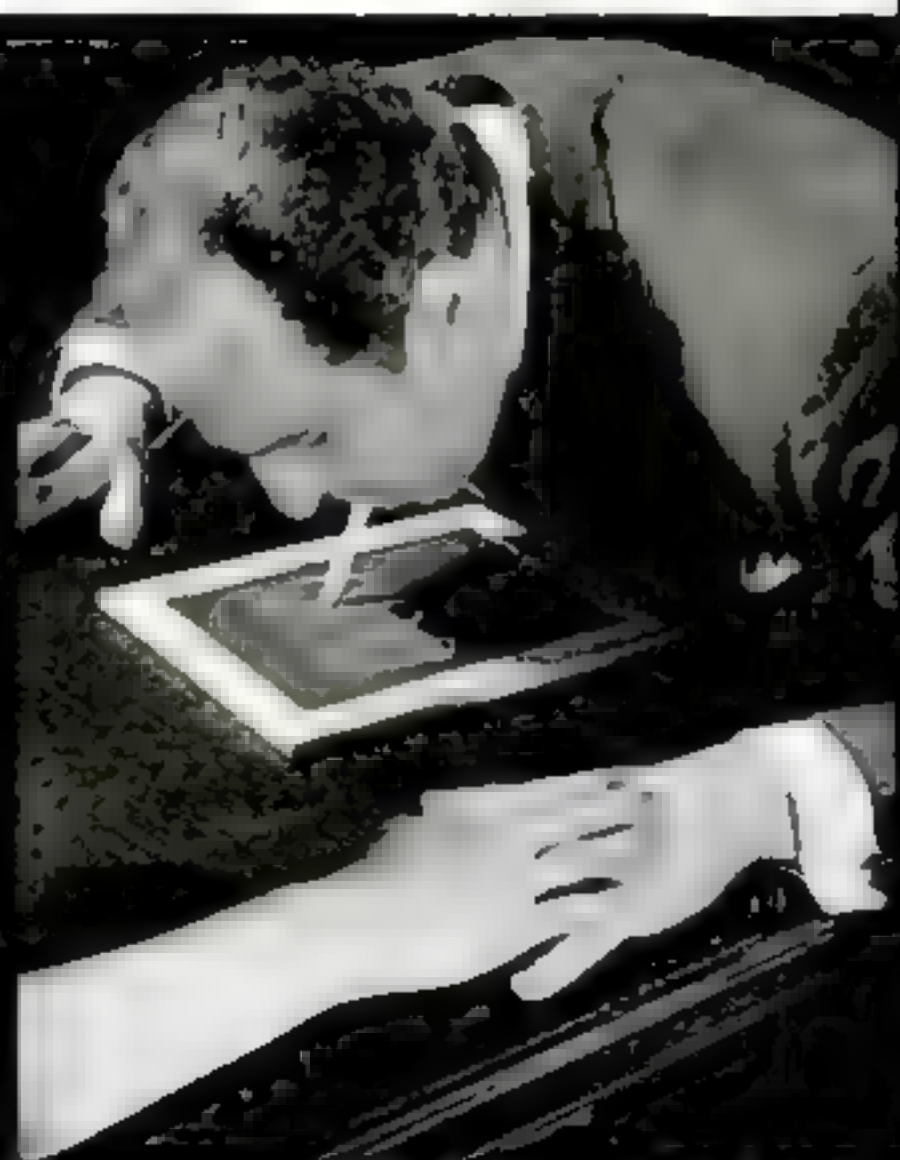
BATHED IN EERIE LUMINESCENCE, AN "ASTRAL FIGURE" FLOATS UNSUPPORTED THROUGH SEANCE CHAMBER



hand to switch off light. At same time he gives left hand to both clients, then wields trumpet with right



**Slate writing** takes many forms, claims many practitioners. Here Dunninger demonstrates a simple technique. The medium and



his client clasp each other's hands. When the room is darkened, medium takes chalk in mouth and traces spirit message on slate.





1

DUNNINGER GESTURES AND THE MAGIC ROPE BEARS ITSELF SERPENT-LIKE INTO THE AIR



2

ANOTHER CABALISTIC PHRASE AND THE ROPE CLIMBS ABOVE SPECTATORS' HEADS

## INDIA'S ROPE TRICK IS FAKED IN PICTURES

Oriental equivalent of the bogus medium is the Hindu fakir, who by supposedly supernatural powers communicates with the dead, heals the living and transcends physical law. Of all the wonders attributed to Asia's practitioners of the occult, none is more celebrated than the prodigious Indian Rope Trick. For hundreds of years the western world has heard tales of it. Scientists, professional travelers and Orientalists have discussed it in many a book and lecture. Artists

have painted pictures of it (*see next right*). But oddly enough, no one has ever seen it.

Behind this curious paradox lies the fact that the Indian Rope Trick has never been done and can't be done. U. S. magicians, among them Dunninger, have devised ingenious variations of the trick for stage presentation. But no conjurer in either hemisphere can do it outdoors under the sky. In India, whether Dunninger and other magicians have traveled in quest of the

ENTRANCED BOY BEGINS TO CLIMB

THE ROPE, DEFYING GRAVITY, REMAINS RIGID

AT TOP OF ROPE THE BOY PAUSES, WAITING THE MAGICIAN'S NEXT COMMAND

5



6







3

ROPE CONTINUES TO UNCOIL TILL MAGICIAN COMMANDS IT TO HALT ITS ASCENT



4

DUNNINGER NOW MESMERIZES HINDU BOY, ORDERS HIM TO CLIMB ROPE, DISAPPEAR

trick, even the legend is virtually unknown. Hindu conjurers have begged western magicians, on meeting, to demonstrate the "great Indian Rope Trick" which many American and English tourists had asked them to do.

Alleged photographs of the trick are invariably fake. To prove that pictures of miracles, as well as of spirits, can be sequenced on this page was faked by Dunninger and LIFE's Photographer George Karger, himself an amateur magician of ability. For photographing an as-

signed story on another kind of rope trick for LIFE, Karger was expelled from the Society of American Magicians. The jungle shown here is in Bronx Park, N. Y. The co-operating Hindus are students at Columbia University. In the four pictures above, magic rope is suspended by a thread from a branch above the camera range. In those below rope is tied to branch. But the connection has been painted out, sky painted in. The disappearing act was done in the darkroom.



PAINTING OF TRICK



LIFE'S PHOTOGRAPHER

NOW MIRACULOUSLY BOY DISSOLVES INTO VAPOR. AN INSTANT LATER HE IS GONE



7



8

THE SPELL IS LIFTED AND THE ROPE COLLAPSES ABRUPTLY AT THE CONJURER'S FEET



CLOSE-UP



WITH THE FIRST ARMY

AT GOVERNORS ISLAND



# GENERAL DRUM

NATION'S NO. 1 FIELD SOLDIER COMMANDS  
BIGGEST AND HANDIEST OF FOUR NEW ARMIES

by NOEL F. BUSCH

"The general must know how to get his men their rations and every other kind of stores needed for war. He must have imagination to originate plans, practical sense and energy to carry them through. He must be observant, untiring, shrewd, kindly and cruel, simple and crafty; a watchman and a robber, lavish and miserly, generous and stingy, rash and conservative. . . . He should also, as a matter of course, know his tactics, for a disorderly mob is no more an army than a heap of building materials is a house."

This definition of a general was coined by Socrates two dozen centuries ago. According to Sir Archibald Wavell, a diligent authority who quotes it in his lectures on *The Art of Generalship*, it is still the best one available.

Rated by Socratic standards, General Hugh Aloysius Drum, who from his headquarters at Governors Island, N. Y., commands the First Army of the U. S., would be entitled to a passing mark. The fact is, however, that Socrates, brooding about a perfect world, failed to foresee the present one. A general in Hugh Drum's position needs to be not only everything that Socrates suggested but also a statesman, a transport expert, a pedagog, a corporation executive, a man of letters and a sage.

To understand Drum's peculiar importance it is necessary to have some grasp of precisely what is going forward in U. S. military affairs. The U. S. has never fought a big war with its regular army. This organization exists chiefly as a sort of educational institution to train a special army when the occasion arises. When Congress decided last year that an occasion had arisen, the War Department activated four field armies, one each in the Eastern, Southern, Northern and Western areas of the U. S. and each under the direction of a lieutenant general who ranks in army hierarchy just under Commander in Chief Roosevelt and Chief of Staff George Marshall.

When General Drum took command of the First Army, his plant consisted of 10,000 men and about enough tanks and planes to fill a medium-sized used-car lot. He now has 350,000 men and

CONTINUED ON NEXT PAGE



Governors Island, 172-acre plus half a mile south of Manhattan—was site of early colonial gubernatorial establishments. Old fortress is currently used as Officers' Club. Officers' Row borders tree clump at right.



General's house also is fine specimen of post-Revolutionary architecture. Cannon date from Spanish-American War. General's cars below are 194 models equipped with compass, radio and telephone.




With his daughter, Ann Carroll, General Drum attends English-Speaking Union banquet in honor of Lord Halifax at Waldorf Astoria. General has seven uniforms and ten medals.



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Riding on Governors Island polo field is Drum's favorite form of exercise. He also plays golf and badminton. Island, swept by sea breezes, is 12° cooler than Manhattan.

#### DRUM (continued)

several million dollars worth of modern matériel. This is not enough to fight many battles with but the force is still growing. By this November it should be ready to go into business. If and when the U. S. declares war, the First Army is likely to be the handiest for belligerent purposes. The only active general who saw World War service as such, Drum currently rates as the No. 1 field soldier of the nation. Whether or not he is to be advanced to entire command of expeditionary operations will depend on the forthcoming decision of the President and the Chief of Staff.

Two years ago, when the President was confronted with the choice of a new Chief of Staff, Drum was an odds-on favorite for the job. When the President passed him by in favor of Marshall, Drum may have been disappointed but he acquired certain special technical advantages. Like other mortals, army officers are actuated by motives of ambition. Their ambition is less to defeat the enemy, which can be taken for granted, than to secure promotion and avoid censure. One of the best ways to do this is to keep quiet and express no troublesome opinions. When Marshall was jumped over Drum's head it made Drum, as a distinguished senior whose prestige in the Army fully equaled that of his superior in Washington, a kind of military elder statesman able to speak his mind on all sorts of subjects which would have been taboo for anyone else. Drum has indeed spoken his mind on a variety of subjects and become the most articulate member of his rank in the U. S.

#### Drum is a self-starting oracle

As a kind of self-starting Army oracle, Drum delivers an average of four speeches a month and keeps at least one member of his staff busy in the capacity of associate editor and amanuensis. The General's speeches are written out for him on a special typewriter which can only make oversized capitals so that he may read them in good martial style without using his glasses. Drum has a pleasing stage presence, dry wit and a flair for the *mot juste*. His messages to the U. S. public have had two general themes. The first was to help justify the peacetime draft in the minds of dissenters by pointing out that U. S. casualties in World War I were shockingly high because of the hurried training given the wartime draftees of that era. This message has now been fairly well assimilated and Drum is concentrating on the second, which is to demolish the idea that the Army now training is being copied entirely on the German model of 1940 and will thus be out of date by the time it gets off the assembly line.

Drum is a strong believer in "mobility" which, translated into practice, means mechanization. On the other hand, he has not been stampeded into the notion that Germany's success in the war to date



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Whiten shoes this clever...faster...easier Shu-Milk way. It's a "natural" for two-toners since you can clean them without smearing their brown or black trimmings. You simply apply Shu-Milk Cleaner right from the bottle and put it where you want it with Shu-Milk's new Applicator. No messy hands or fingernails, either.

Shu-Milk's modern white shoe cleaning combination at drug, dept., grocery, shoe and 5 & 10¢ Stores or shoe repair shops. Shu-Milk Cleaner, 10¢; with Applicator, 20¢. Shu-Milk Products Corp., Passaic, N. J.



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For Richness  
- 11 per cent

5 Years Old  
For Character  
- 50 per cent

11 Years Old  
For Aroma  
- 1 per cent

5 Years Old  
For Flavor  
33 per cent

5 Years Old  
For "Tang"  
- 5 per cent

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OF THE 5 STRAIGHT WHISKIES  
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*Now even the youngest  
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WHAT other American whiskey today offers *this* combination of choice aged whiskies! Note the ages on the decanters above — each whiskey is now 5 years or more old!

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rounded perfection of *Golden Wedding*. Unique? Yes, it's something no single straight whiskey, however fine, could give you... in one sip you enjoy *simultaneously* all five fine qualities you look for in great whiskey! Try a bottle of *Golden Wedding* tonight!

**"HAS HAD NO PEERS FOR FIFTY YEARS"**

*A Blend of Straight Whiskies — 90 Proof — Bourbon or Rye. The straight whiskies in Golden Wedding are 5 years or more old, 11%, one straight whiskey 6 years old, 1%, one straight whiskey 11 years old, 88%, three straight whiskies 5 years old. Copr. 1941, Jos. S. Finch & Co., Inc., Schenley, Pa.*





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These facts promise you the performance you want. So try Mobilgas—and Mobiloil—today at the Red Horse Sign. SOCONY-VACUUM OIL COMPANY, INC. and Affiliates: Magnolia Petroleum Co., General Petroleum Corporation of California

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## FIGHT HEADACHES 3 ways at same time!



### Break Headache's Vicious Circle this proved, sensible way

• A splitting headache disturbs your nervous system; with jumpy nerves often goes an upset stomach—all tending to aggravate the pain in your head. That's headache's "vicious circle!"

And that's why a mere single-acting pain-reliever may prove to be unsatisfactory. It may relieve only the pain in your head and still leave you with a dull, sickish feeling.

Millions today break headache's vicious circle with a product that works 3 ways at the same time—Bromo-Seltzer. Because Bromo-Seltzer is a scientifically-designed formula that not only helps STOP THE PAIN, but also CALM THE NERVES and SETTLE THE STOMACH.

Next time you get a headache, fight it these 3 ways! Take 60 seconds out for a Bromo-Seltzer\*. See how quickly it brings you grateful relief, if it doesn't leave you feeling refreshed, more alert—both mentally and physically! Get Bromo-Seltzer today!

\*Just use as directed on the label. For persistent or recurring headaches, see your doctor.



WE LICKED THE "PARACHUTE TROOPS"! They were landing everywhere and digging in—the fleas, I mean. The pups and I were scratching our hides off till the Boss caught on.



"LET'S GET THOSE FLEAS!" he says. "They carry worms, you know. We'll liquidate them with Sergeant's SKIP-FLEA POWDER." So we did! That SKIP-FLEA really kills them dead.



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**Sergeant's**  
DOG MEDICINES



At 22, Drum became aide-de-camp to General Frank D. Baldwin in the Philippines.



At 37, Drum sailed for France as member of General John Pershing's General Staff.

### DRUM (continued)

shows that an army is merely a collection of several thousand tanks, trucks, motorcycles and planes. Drum believes that both mechanized forces and the air arm are definitely part of the picture of a complete military command and that the conception that either or both should be a separate branch of the service is unrealistic. His views on mechanization, stated in technical journals, popular articles and speeches, have had considerable influence and tended to reassure that portion of the population which likes to think of all generals as psychopathic conservatives, likely to mistake Hitler for Sitting Bull.

Drum's chief appearance before the public last year was made when he directed the First Army's maneuvers near Ogdensburg, N. Y. He ran these on the Hitler model of 1933. Resultant photographs of milk trucks labeled "tank" and infantrymen carrying broomstick rifles had a good deal to do with the fact that the First Army's maneuvers this year will be a very different type of spectacle. On the other hand, Drum has been wary of offending both public and political opinion by stepping out of his sphere of authority. Asked by a reporter recently whether he thought the Army now building would actually be called upon to fight and, if so, where, Drum adroitly replied: "You will have to consult a higher authority—presumably, God."

Although the qualifications for the job are rigorous, generals enjoy one advantage over other men: it is believed that they fulfill them until events prove otherwise and by then it is usually too late to do much about it. Confidence in the nation's No. 1 field soldier seems to rest on foundations firmer, for instance, than those which sustained General Gamelin in his dealings with the French Government but let him down completely against the *panzer divisionen*. Its keystone is a military career which began as soon as he left the cradle and includes 43 years of able service as an officer of the line.

### He became an officer at 19

Drum grew up in Army posts in the West and New York, where his father, who had been a Civil War captain, taught Military Science at St. Xavier's Academy. Youngest of five brothers and the only one scheduled to follow his father's footsteps, Hugh Drum got a chance to do this sooner than he expected. His father was killed in action at San Juan Hill in 1898. Four other officers had been killed in Cuba. As a tribute to them, President McKinley gave a commission as second lieutenant to a son of each. Hugh Drum was a freshman at Boston College, living with his mother and cramming for West Point, when he got news of the President's action. He wasted no time balancing the comparative advantages of a West Point training, usually considered *sine qua non* for top rank, and the advantage of getting what amounted to a four-year jump on the officers who would be his West Point classmates. When the papers arrived on his 19th birthday, Sept. 19, 1898, Drum, who was visiting a friend in Dorchester, got the news by telephone, mounted his bicycle, pedaled home at top speed, accepted the commission by wire and was sworn in on Sept. 21. The next winter he was on his way to the Philippines and lively action in the Aguinaldo insurrection.

Drum's service record includes a major part in every action the Army has engaged in for four decades and a decisive part in the biggest. In the Philippines, Drum heard bullets whistle for the first time in a brush with guerrilla outlaws. By 1901 he was in Mindanao, taking care of rebellious Moros. By 1906 he was a captain with an impressive record and a Silver Star for gallantry in action.

"Tae  
friendship!"



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CONTINUED ON NEXT PAGE



**MARJORIE WOODWORTH**  
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lux. 8 or 10  
rooms with  
bath. W. & C.  
1/2 day lease  
very low cost.

# BROADWAY LIMITED

To go with the first four I was a re-



Richly toned beveraxe bar as in elegance to the Club-Lounge. This langt scene is from film "Broadway Linn."



Radio, private as well as the Master  
it can be used for many other things  
see the book "Radio as a Business"

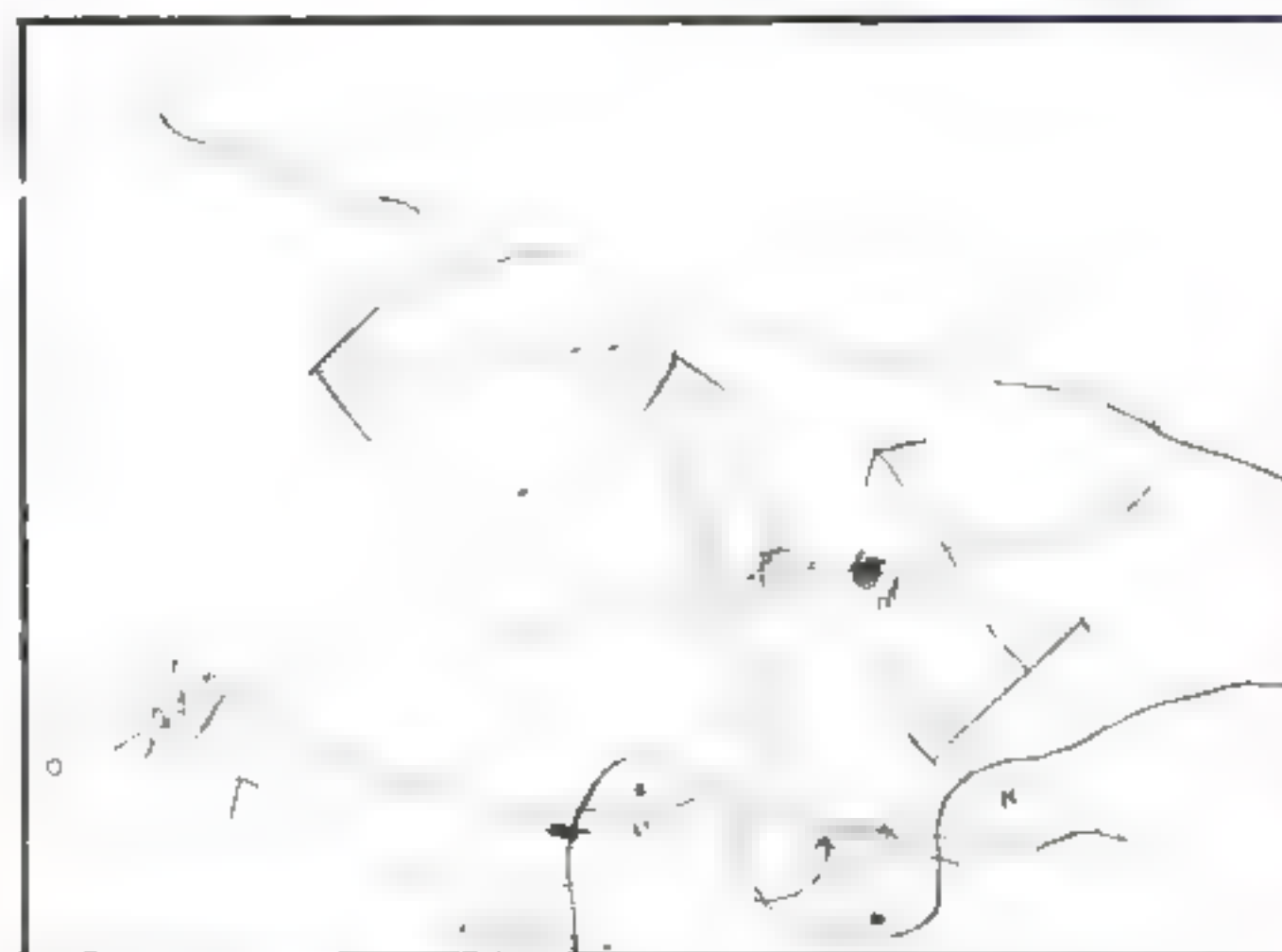
**Extra time at each end**

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|------------|------------------|----------------|
| 5:00 P. M. | Lv. New York     | Ar. 9:30 A. M. |
| 6:19 P. M. | Lv. Philadelphia | Ar. 8:08 A. M. |
| 8:00 A. M. | Ar. Chicago      | Lv. 4:30 P. M. |

Slide the train... See the Picture "Broadway Limited"

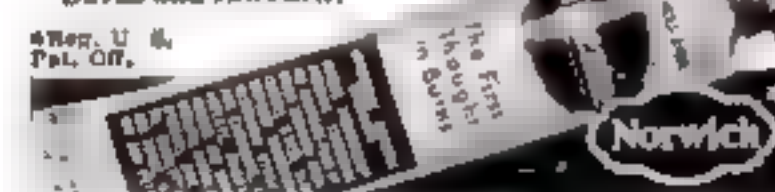
### SHORTEST EAST-WEST ROUTE

CONTINUED ON PAGE 28



When the  
**SUN**  
puts its  
finger  
...on  
**YOU!**

And keep it handy... for cuts, scrapes and skin irritations, as well as burns and sunburn!



*Is Your Machine  
Just So-So?*

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**3-IN-ONE Oil** lubricates sewing machines for easy and quiet running, keeps bearings cleaner, prevents rust that causes costly repairs. Get it at your Hardware, Drug, Grocery or 10¢ Store.



## 3-IN-ONE OIL



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## The bitterness of battle fades in the friendliness of beer and ale

"And now, let's have a beer together!" That is one man's peace-offering to another, after a hard-fought game, a trying business session, a heated debate. It is part of the American tradition of good sportsmanship . . . a tradition that makes democracy possible.

It is no accident that beer and ale so often find a place at the peace table. For beer has a sturdy kindli-

ness that helps to restore and strengthen friendship. A true product of Nature, beer offers the appealing taste of ripened grain, the fragrance of tender hops, the goodness that is born of earth, and sun, and rain.

For centuries, beer has been the world's beverage of moderation . . . a wholesome pleasure for those who toil or play.

*Because beer brings so much enjoyment to so many people, the good name of beer deserves to be guarded ceaselessly. We who brew America's beer are cooperating to prevent abuses wherever they may occur in the retailing of beer and ale. You can help with understanding and support of the brewers' "clean-up or close-up" program. It is described in a booklet that is sent free on request. Address: United Brewers Industrial Foundation, Dept. A6, 21 East 40th Street, New York, N. Y.*





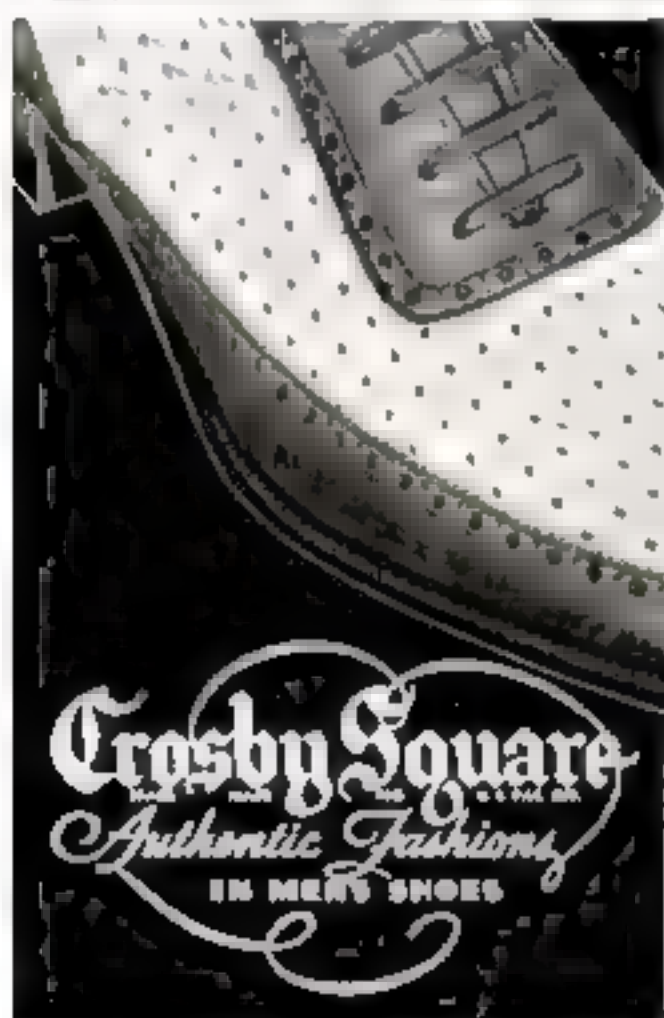


Here's *life* for your Kitchen

SELF SMOOTHING  
**Kyanize**  
LUSTAQUIK ENAMEL

What a thrill lies ahead when you brighten up your kitchen with self smoothing Kyanize. Here is colorful beauty you've never dreamed of. Kyanize Lustaquik Enamel is easy to use—dries in four hours—proven favorite among Kyanize long life finishes. Write for free illustrated folder showing colors. Boston Varnish Company, 120 Everett Station, Boston, Mass.

**Kyanize is the *life* of the surface**



A STEP TO DISTINCTION...

**"LIGHT'n LIMBER"**

... summer-weight footwear, for your cool and airy comfort

For a summer of fun, treat your feet to Crosby Square's famous, handsome lightweights of Pliaflex (pliable-flexible) construction... Ventilated—unlined foreparts—soft toed, to help you keep fresh and fit on the hottest days. In various colors and combinations. Try on a pair today at your Crosby Square dealer's. Write for his name. The House of Crosby Square, 2160 N. Sixth Street, Milwaukee, Wis.  
[Authentic Fashion grade, \$5.50 to \$6.00.]  
[Airflex and Pre-Flex styles, \$6.85 to \$7.50.]

SEE HOW DETERMINED CHINA IS JUST BEGINNING TO FIGHT AXIS-PARTNER JAPAN!

The March of Time takes you deep into the interior of China to show:

- how small 'vest-pocket' arms factories are operating in disguised farm houses, huts and even in caves...
- how China's vast resources and man-power is just being mobilized to turn back Japan's invasion forces!

FOR BETTER SIGHT  
USE BETTER LIGHT



DON'T LET FATIGUE play havoc with your looks. Two drops of EYE-GENE speedily clears eyes reddened from fatigue, driving, over-indulgence, etc. Try this specialist's formula, today, and see how refreshed your eyes feel. EYE-GENE is on sale at drug, department, and ten cent stores.



Lets were draped on General Drum by happy Hawaiians when he arrived in 1935.



"Peaches" Drum, General's daughter, also draped, is now engaged to a lieutenant.

DRUM (continued)

When Pershing examined Drum's plans, he approved them immediately. There remained the job of persuading Foch, Pétain and Haig. This Pershing tried to do at the historic Allied Command Conference of July 24, 1918. The conference approved only the first of Drum's aims, cautiously substituting for the second a more general offensive through the difficult terrain of the Argonne Forest. The consecutive battles of St. Mihiel and the Argonne, for which actual operations and troop movements were plotted by Generals Marshall and Fuqua, Drum's assistants in these departments, started on Sept. 12, 1918.

St. Mihiel came as a complete surprise to the Germans but, as Drum had predicted, the follow-up through the Argonne turned the battles in France and Flanders into a German retreat rather than the routs which might have resulted from exploiting the advance at St. Mihiel. Had Drum's original plan been followed, a decisive victory instead of an armistice might have prevented the safe withdrawal of the Germans to prepare for another war. By November 1918, Foch had accepted Drum's contentions and massed his armies accordingly for a final drive on Metz, which was canceled by the armistice. As a matter of fact, however, Drum's tactics were finally put to the test in the spring of 1940—by the Germans who employed them most successfully in the opposite direction.

Drum foresaw Hitler's tactics

Drum's plans for St. Mihiel and the Meuse-Argonne—correctly called by Pershing at the time the biggest battle in world history—were the climax of his military career. His activities in the post-war period, however, give encouraging evidence that, far from copying German ideas of mechanization, he can claim to have originated some of them. As a Leavenworth instructor in 1923, Drum drafted plans for using dive bombers to support tanks and ground troops and to disrupt enemy communications exactly as German Stukas were being used 15 years later. Drum believed that the Air Force should not be a separate branch of the service but that both Army and Navy should have individual air forces capable of operating separately or in collaboration as conditions may require. This belief he implemented when, as deputy Chief of Staff under General Douglas MacArthur, he helped create the General Headquarters Air Force—an air arm which, while within the Army, is independent of any command beneath the Chief of Staff. Drum's term in Washington preceded a two-year assignment as head of the Army's biggest peacetime post, Hawaii. In 1937 he was given command of the Sixth and in 1938 of the Second Corps Area, the job he held until November of last year.

Drum is a good case in point of how a general lives and what the job's perquisites amount to. On the scale of worldly goods, he fits somewhere between a striped-pants lawyer and a college president. The General's pay is fixed by Congress at \$8,000 a year, but this is scarcely a fair gauge of his standard of living. With Mrs. Drum, who calls him "Drummie," and their daughter, the General lives in a 100-year-old brick house at the head of the Governors Island Officers' Row. This residence, cooled by ocean breezes and with a photographer's dream view of lower Manhattan's skyscrapers, is a cozy as well as a becoming bit of Government property.

The General has two Buick sedans, each with three stars on the license plate for use on official business. For long trips he keeps a plane with an officer pilot in readiness at Mitchell Field on nearby Long Island. The General also has an official launch but on his frequent expeditions to Manhattan he rides on the Governors Island



1933 — THE YEAR OF REPEAL In the famous Gold Cup Challenge Race, the winner thundered across the finish line after a record-breaking average speed of 60.227 mph! ... And only 8 months after Repeal, Seagram's 7 Crown had attained a leading position in its price class—convincing proof of the unsurpassed smoothness and flavor this whiskey brings to every drink. Now finer than ever—Seagram's 7 Crown should be your choice today.

Climax of **7** Sampling Years is  
the Treat you Discover in

# Seagram's **7** Crown

THE WHISKEY YOU WILL COME TO...AND STAY WITH



TODAY—7 YEARS AFTER REPEAL—think of all that's happened since then. Think, too, of how much you've learned about whiskey...how to judge and appreciate the many qualities that make a whiskey great.

Today you'll appreciate Seagram's 7 Crown—Seagram's Finest American Whiskey. Your 7 sip and sample years have tuned your taste for 7 Crown's superb richness and smoothness...its

marvelous full flavor, without a hint of heaviness. From the very first sip you know that it is the one whiskey you've been seeking.

Yes, Seagram's 7 Crown is indeed a great whiskey...because Seagram has reserved for it only the very choicest of all its great American stocks. And the more whiskeys you have sampled the more you will realize, that this is the whiskey you will come to—and stay with.

Stick to 7, the lucky number...Say Seagram's **7** Crown...for LUCK!

SEAGRAM'S 7 CROWN BLENDED WHISKEY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 5 YEARS OR MORE OLD. 35% STRAIGHT WHISKIES, 65% GRAIN NEUTRAL SPIRITS 23% STRAIGHT WHISKIES 5 YEARS OLD, 12% STRAIGHT WHISKIES 6 YEARS OLD. 86.8 PROOF. © 1941. SEAGRAM-DISTILLERS CORP., N. Y.





*The only duplicate of a Palm Beach Suit is another*

## PALM BEACH SUIT

AND HAVING TWO isn't a bad idea—for then there's one for town and one for country—and a welcome third or fourth can be made in a twinkling, (by mixing the coat of one with the trousers of the other). Two suits offer you four changes—

And that's quite a wardrobe, quite an economy—for the price **\$17.75** of the new Palm Beach is just

You'll know it by the "open-windowed" weave that lets your body breathe—by the wealth of colors for all occasions—by its perfect washability and splendid fit: But still easier—you'll know it by the label—sewn in every real Palm Beach garment.

See it at your clothier's in the softer, lighter Airtones for Sports—in Commuter tones for town. And the new smart Whites.

*Palm Beach slacks \$5.50 • Sport coats \$13.50 • Evening  
Formals \$20.00 • Students' suits (sizes 16 to 22) \$16.50*



Goodall Co. • Cincinnati

**\$3250 IN PRIZES**  
Enter the Palm Beach contest. First prize, \$1000. Second prize, \$500. 235 other cash awards. Your clothier has Entry Blank and complete details.

**A GREAT GIFT FOR DAD**

**NEW DISCOVERIES**  
See the tropical worsted discoveries of 1941: Goodall Tropic Weight at \$25. Tropic Weight De Luxe at \$32.50. At your clothier's—today.





Drum waltzes with Mrs. C. A. Blackwell, a hostess at the Red White and Blue Ball.



Honorary Degree of Doctor of Science is given to Drum by Archbishop Spellman.

## DRUM (continued)

ferry, the *General Marvin Hart*, along with privates on leave and civilians returning from visits to the barracks.

Army officers' service acquaintanceships are subject to frequent interruptions and most of their long-term cronies are civilians. General Drum has been particularly assiduous in broadening his point of view by keeping up outside social contacts. In his case, these are admirably heterogeneous although practically all his friends occupy, in their various walks of life, positions comparable to his own. In fact since New York has been the General's hometown more than any other place, he probably knows more neighborhood big shots than anyone else with the possible exception of professional collectors like Nicholas Murray Butler or Walter Winchell. In addition to New York's Mayor LaGuardia, he knows such diverse politicians as Boss Ed Flynn, Commissioner Robert Moses and ex-Governor Whitman. In more abstract social circles, his associates include not only General and Mrs. Cornelius Vanderbilt but Mme Alma Clayburgh, Lord and Lady Halifax and the Ogden Reids. The association between Drums and Vanderbilts, though of Army origin, was begun not by the Generals but by their wives who met each other while serving on soldiers' committees. General Drum is something of a fight fan and goes to Madison Square Garden once a month or so, usually with its boss, Colonel John Reed Kilpatrick. Deeply religious, he attends Mass every Sunday and is a close friend of Archbishop Spellman.

Drum's busy working day begins after breakfast when he visits his headquarters office to go over his mail and inspect the schedule kept up several weeks in advance by his personal aides. Here also he attends to miscellaneous chores like deciding which of innumerable patriotic society banquets he will attend or commenting on military whims sent to him by hopeful publishers. The General is an omnivorous reader and keeps up with not only the latest books in his field but also all the major existing-conditions columns, most of which are written by his friends. After an hour or so at his own headquarters, he goes to his staff office where a daily conference is scheduled at noon. The General lunches at home and is likely to spend part of the afternoon golfing on the nine-hole Governors Island course, riding around the Post's polo field which may soon be replaced by barracks, or playing badminton. The press of official engagements usually takes Drum to Manhattan in the evening though he and his wife usually give several fairly large dinners at home every season.

## General's responsibilities are prodigious

To the General's job of running an army, the nearest civilian equivalent is possibly that of running the U. S. Steel Corp. There are, however, points of dissimilarity. Whereas Steel has only 280,000 employees whose activities it superintends only for eight hours every day, Drum is charged not only with arranging the way his 350,000 subordinates employ a full 24-hour day but also with responsibility for their life or death. Comparing an army commander with a political dictator is also unfair. The dictator's subjects can, after all, keep up their spirits to some extent by associating with their families, whereas the General's must, while leading restricted lives, remain sufficiently high-spirited to risk them at a moment's notice for no personal gain. The winning of battles is the justification of a general's career but it is certainly the simplest of his problems. Whether he solves it or not will depend chiefly, as pointed out by General Wavell, on how he has solved the innumerable preliminary problems

CONTINUED ON NEXT PAGE

*Say it with pride*  
**"HELP YOURSELF TO HARPER"**  
**I.W. HARPER**  
*The Gold Medal Whiskey*





## PROTECTION...worth a Fortune a Quart

**F**ROM the U.S. Army's latest Flying Fortress comes a lesson in protection for every car owner.

You see, its four 1200 h.p. engines and your car's high-compression motor have one common enemy — HEAT.

To protect a Flying Fortress against destructive heat takes *super heat-resistant* motor oil. And every quart of that protection—when you consider the value of a plane—is literally worth a fortune.

### Best defense against heat

Do you wonder that so many of America's planes\* demand, not ordinary oil, but 100% Pennsylvania oil . . . most heat-resistant type of oil known?

So why not give your car the same protection by using Veedol Motor Oil . . . 100% Pennsylvania at its finest?

Veedol postpones repair jobs, "burns away" slower . . . because its top-priced Pennsylvania crude has the

highest natural heat-resistance of any crude. Then, on top of the 3 usual refining processes, Veedol goes through a 4th patented process that steps-up its heat-resistance still higher.

Try Veedol . . . it costs no more than many non-Pennsylvania oils. A product of Tide Water Associated Oil Company.

\*Surveys show that majority of America's transport and private planes use 100% Pennsylvania oil. Army and Navy figures not released.



**CAUTION!** Not all 100% Pennsylvania motor oils are alike. Demand genuine Veedol . . . made from top-priced Bradford crude by the world's largest marketers of 100% Pennsylvania . . . super-refined by a patented process for extra heat-resistance.



**VEEDOL—100% Pennsylvania**  
**Your Motor's**  
**Best Defense Against HEAT**



American Defense Society gave a dinner to General Drum (at center of raised table) in December 1939. The General attends an average of four banquets every month.

### DRUM (continued)

of finance, training, discipline, supply, morale and whatnot which make up his daily life.

General Drum spends about half his time away from Governors Island on inspection trips to the score of posts, like Dix, Bragg, Edwards, Meade, Jackson and Stewart among which the eight divisions of his First Army are distributed. On these trips his major objective is to find out how training is proceeding at each point, and which units deserve priorities for what kinds of equipment as the Army gets it. In getting first-hand reports from his field officers, Drum is enabled also to judge of their capacities but he never loses the chance to make direct contacts with the common soldiers for whom the Army, in effect, exists. After a day of hopping in and out of his automobile to look at men and matériel, he has usually chatted with two dozen or more privates, some of whom are such raw recruits that they have no idea who he is. An ambitious draftee at Camp Jackson gave the General an encouraging example of good morale by asking whether he would be able to get a sergeant's stripes on his sleeve more quickly if he took a course from a correspondence school.

### Maneuvers entail diplomatic strategy

Next to a war, the Army's biggest specific job is imitation war. One of General Drum's annual problems is to appease local governments and private landowners on whose prerogatives Army maneuvers tend to impinge. Another is to select terrain which will test his men most adequately within reasonable budgetary limits. This autumn the First Army will maneuver in North and South Carolina, but even this terrain, chosen both because most of Drum's army is in the South and also because a large percentage of the land is not under cultivation, presents many obstacles to assault by argument. Drum delegates most of the necessary conferences with farmers and country squires to his subordinates but handles particularly important or recalcitrant individuals himself. His usual line is that lending the Army land is a citizen's patriotic duty. At Ogdensburg last year he encountered one rural pacifist who saw no reason for the Army to exist at all and took pains to say so. Drum reminded him that in a dictatorship the Army would not require permission to appropriate his fields and suggested that he should be grateful for an armed force charged with preventing such a calamity. The farmer saw the point and offered Drum a drink of applejack.

The First Army's operations this year, with an area 60 by 80 miles to move in and 350,000 men involved, will be considerably larger than the battle in Crete. Scheduled for the whole of October and November, they will also last longer. At least token equipment will be on hand, so that both its performance and the tactical if not practical skill in its employment can be judged. Among other items on display in the sham war of Carolina will be Drum's own ability as a field commander. In the corps area maneuvers he assumed the role of umpire but this year he is likely to direct the offensive side of an action which will be assigned by the General Staff.

Drum's theory that his Army will be ready for action after the fall maneuvers—although not as ready nor as well-equipped as it will be after another winter of preparations and further field work in the spring of 1942—is based on his belief that the U. S. soldier, being more ingenious, alert and self-reliant doesn't need as much time to learn the trade of war as novice soldiers elsewhere. Drum was first convinced of the genius which the U. S. private can be expected to display by an incident which occurred during the Moro campaign in the Philippines. He and his men were trying to storm a stone fort full of natives and were making an extremely bad job of it because the





*"My Sun Glasses  
are Better  
than Yours"*

### FOR YOUR EYES' SAKE... KNOW THESE VITAL DIFFERENCES IN SUN GLASSES

**LENS QUALITY** is the first consideration. Some sun glass lenses are bent or blown glass containing invisible, but eye-taxing defects. AO Sun Glass lenses are made only of fine quality *ophthalmic* glass, to high optical standards.

**ABSORPTIVE POWER** or ability to stop rays that cause strain and discomfort may be very low in inferior lenses. All AO Sun Glass lenses are chemically compounded to shut out excessive ultra-violet (sunburn) rays, and some also absorb excess infra-red (heat) rays.

**LENS COLOR** may be a matter of guesswork in poor sun glasses. AO scientifically determines what color shades afford best protection from over-brilliant light, yet

admit adequate "seeing" light. Further, what shades affect colors the least, and blend best with complexions.

**FRAMES** of inferior products may fit badly and be poorly finished, so that they interfere with vision, chafe or bind. AO-made frames are of optical quality, smartly styled, finely finished, designed for efficient seeing. Made with strong, precision hinges for many seasons' wear.

**IF YOUR EYES BURN** or ache, have them examined. Even the finest sun glasses are not the answer for eye trouble. Personal sun glasses, with lenses ground to prescription, add to outdoor pleasures of wearers of eyeglasses... are available through the optical profession.

#### SAY "AO"... AND BE SURE!

Four Types, Many Styles... \$1.00 and up

You may be sure that your sun glasses are **RIGHT**, when you choose one of the four that carry the famous AO mark. It stands for more than 100 years of optical

**AO CALOBAR Sun Glass** lenses meet specifications of U. S. Army Air Corps. Considered by many optical experts the finest lens of its kind, Calobar absorbs excess ultra-violet and infra-red rays. \$3.00 up.

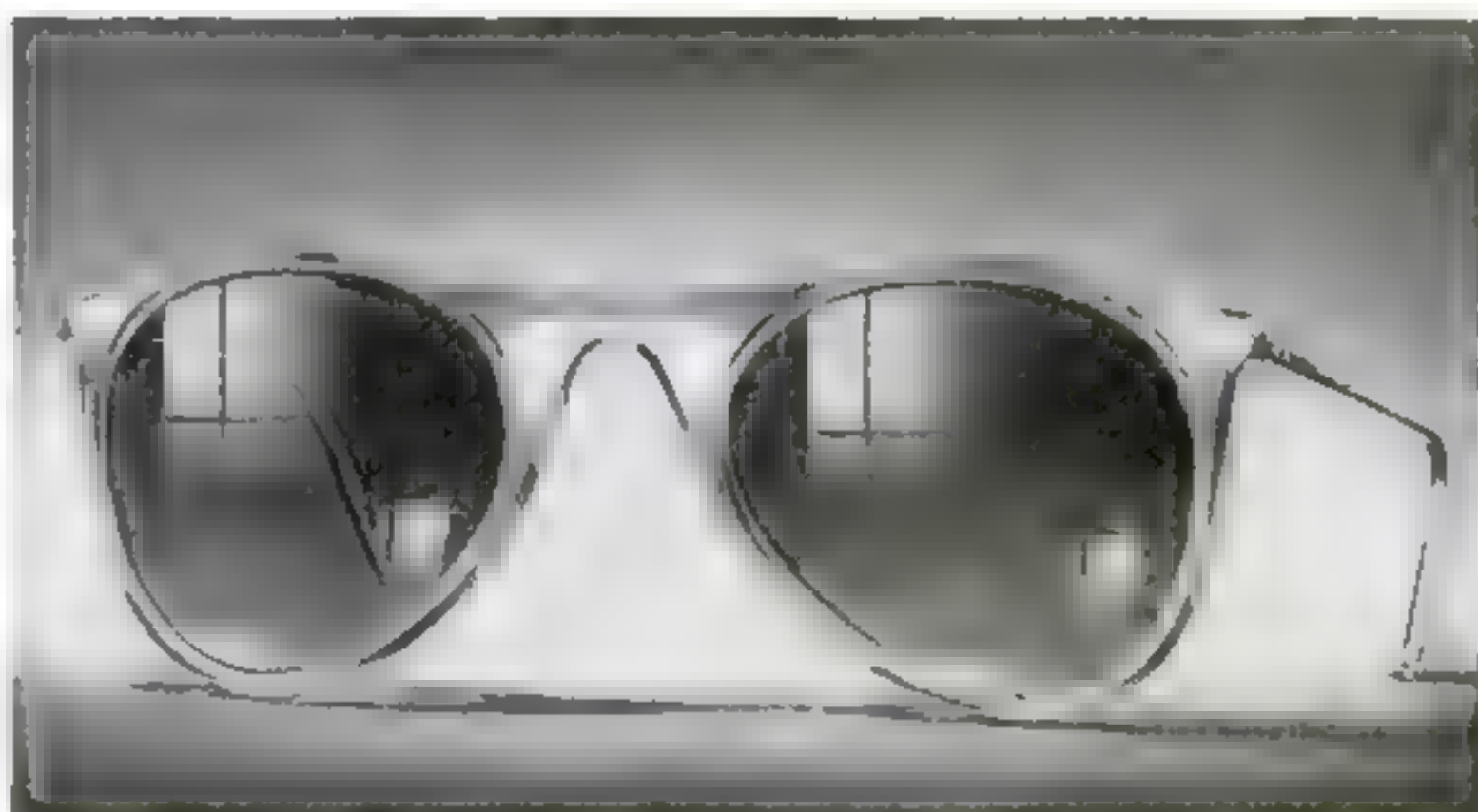
experience... for pioneering in development of absorptive (light controlling) lenses... recognized service to the optical professions, Army, Navy and Industry.

**AO COOL-RAY Sun Glasses** afford complete protection from harmful rays. The exceptionally fine lenses meet U. S. Army Air Corps specifications for infra-red and ultra-violet absorption. \$2.50 up.

### IT MAY BE TRUE!

Awkward and ugly, of course. But the primitive Eskimo's slit fishbone is better, safer glare-protection than you'll get from some sun glasses.

How can you be sure the sun glasses you buy are scientifically safe and efficient? What makes the difference between correct and incorrect glare protection? Scientists of American Optical Company give the answers in the vital truths presented here.



**AO POLAROID Day Glasses** employ the sensational Polaroid light control that stops reflected glare. Also dim over-brilliant light and absorb excess ultra-violet rays. Adult and children's... \$1.95 up.

**AO SUN-VEIL Sun Glasses** have lenses made to the specifications of genuine Crookes glass, that absorb excess ultra-violet rays. Truly fine glare protection that anyone can afford... \$1.00 up.

*Sun Glasses by* **American Optical Company**

Southbridge, Mass.—Branches in Principal Cities

WORLD'S LARGEST  
MAKERS OF  
OPHTHALMIC PRODUCTS

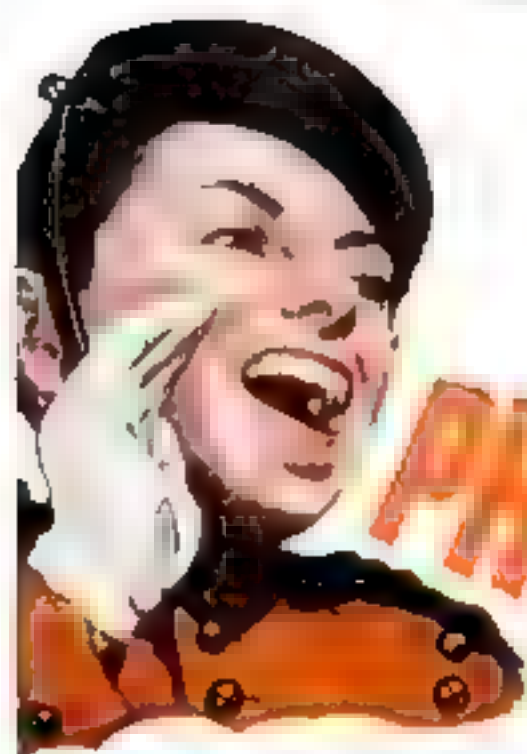




LET'S admit the fact! Every smoker inhales *some* of the time. And *when* you do, there's an increased chance of irritation. But — note this vital difference — reported by eminent doctors!

ON COMPARING—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

So — for complete enjoyment of the world's finest tobaccos—with never a thought of throat irritation —



AMERICA'S  
FINEST  
CIGARETTE

CALL FOR  
PHILIP MORRIS

CREATORS OF FAMOUS CIGARETTES FOR 93 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME



At coast artillery fort, General Drum peers through measuring glass used to determine the angles in fire control. The General spends about half his time on tours of inspection.

#### DRUM (continued)

walls were 12 ft. high and 4 ft. thick. A private in Drum's company hit on the solution. Observing, during an attempt to storm the fort, that bamboo shoots grew out of its walls, he and the men with him whittled off the shoots with their jack knives and made ladders by means of which they scaled the obstacles.

While almost anyone including Hitler would agree that U. S. privates are the equal of any in the world, there is no such unanimity about U. S. generals. Many military experts and many younger officers feel that seniors in the Army are temperamentally not equipped to deal with the kind of war that has grown up with the age of machinery. Drum, despite the evidence he has given to the contrary, has been criticized on this score. There is also a school of thought which believes a story, widely circulated but definitely fictitious, as to why he was passed over for the post of Chief of Staff. According to this, so many of Drum's friends suggested his name to the President that Franklin Roosevelt, who likes to make up his own mind, pounded his desk and said: "Drum, Drum, I wish he'd stop beating his own drum." Actually, a more complimentary interpretation—that the President thought Drum's talents as a field commander would be wasted in Washington—seems closer to the truth. In any case, Drum himself recently provided evidence that his thoughts go forward when in a recent speech at Camp Dix he concluded a tribute to the 78th Division's work at Meuse-Argonne by doing what no other officer has so far done: *i. e.* by naming the adversary.

"None of the American officers and men of those days had any fear of their ability to beat the enemy," Drum said. "Those of us who went through that crisis know that Germany is not invincible. . . And we are building an Army today that has the same conviction."



At Headquarters, WPA mural of Second Corps Area hangs behind Drum's desk. This was made in 1937 when Area included Puerto Rico, now in Panamanian Defense Area.





# Riondo

## PUERTO RICAN RUM

• Light in body, mellow-rich in flavor, Riondo makes a definitely superior Daiquiri Rum Collins or Cuba Libre. Try Riondo. You'll find it more enjoyable, more satisfying.

DEFINITELY SUPERIOR

IN *Quality*

DEFINITELY REASONABLE

IN *Price*

GOLD LABEL &  
WHITE LABEL  
86 PROOF

SOMERSET IMPORTERS, LTD., NEW YORK, CHICAGO, SAN FRANCISCO





A good 5¢ cigar breathes aromatic contentment down the respiratory tract of Joan Thornwaite. During poker

Miss Thornwaite chewed her cigar fitfully, failed to get sick. Below, ladies watch show through blue smoke haze.



SPIKED PUNCH IS DISHED OUT TO THE CAST OF SHOW AND LOCAL

## *Life Goes to a* Cigars, spittoons & strippers wow

On the evening of May 20, members of the Young Women's Republican Club of Milford Conn. explored the pleasures of tobacco, poker, the strip tease and such other masculine enjoyments as had frequently cost them the evening companionship of husbands, sons and brothers. The concept of a women's smoker, startling anywhere, flatter-gasted Milford's menfolk. Many of them spent the evening playing bingo with abstainers and Democrats at another hall nearby.

The sweet heady fog with which the ladies filled their meeting place gave a curious new twist to Disraeli's observa-



Strip tease begins with *Rose of Washington Square*. After peeling inconsequential garments the girls retired behind screen, emerged in kimonos.





REPORTERS. SPIKE PROVED INADEQUATE. NO ONE GOT TIGHT

## Women's Smoker

Republican ladies of Milford, Conn.

tion that "Tobacco is the tomb of love" and to Cowper's lines:  
*Pernicious weed! whose scent the fair annuys,  
 Unfriendly to society's chief joys,  
 Thy worst effect is banishing for hours  
 The sex whose presence civilizes ours.*

So great was attendance at the smoker that the formal entertainment—a strip tease, a wrestling match and assorted musical numbers—had to be run off twice. When the throng had thinned, the more leather-lunged ladies sat down to a stiff session of poker. Evening's nicotine consumption: 20 cartons of cigarettes, four dozen pipefuls of tobacco, 50 cigars.



Corncob pipes preoccupy performers in dressing rooms backstage. Many who trust them in course of the even-

ing proclaimed they found pipe smoking more satisfying than cigarettes, but feared "It wouldn't do in Milford."



"Hetty Ballet," a choregraphic burlesque devised by local instructor, pokes fun at the postures of the classic dance.

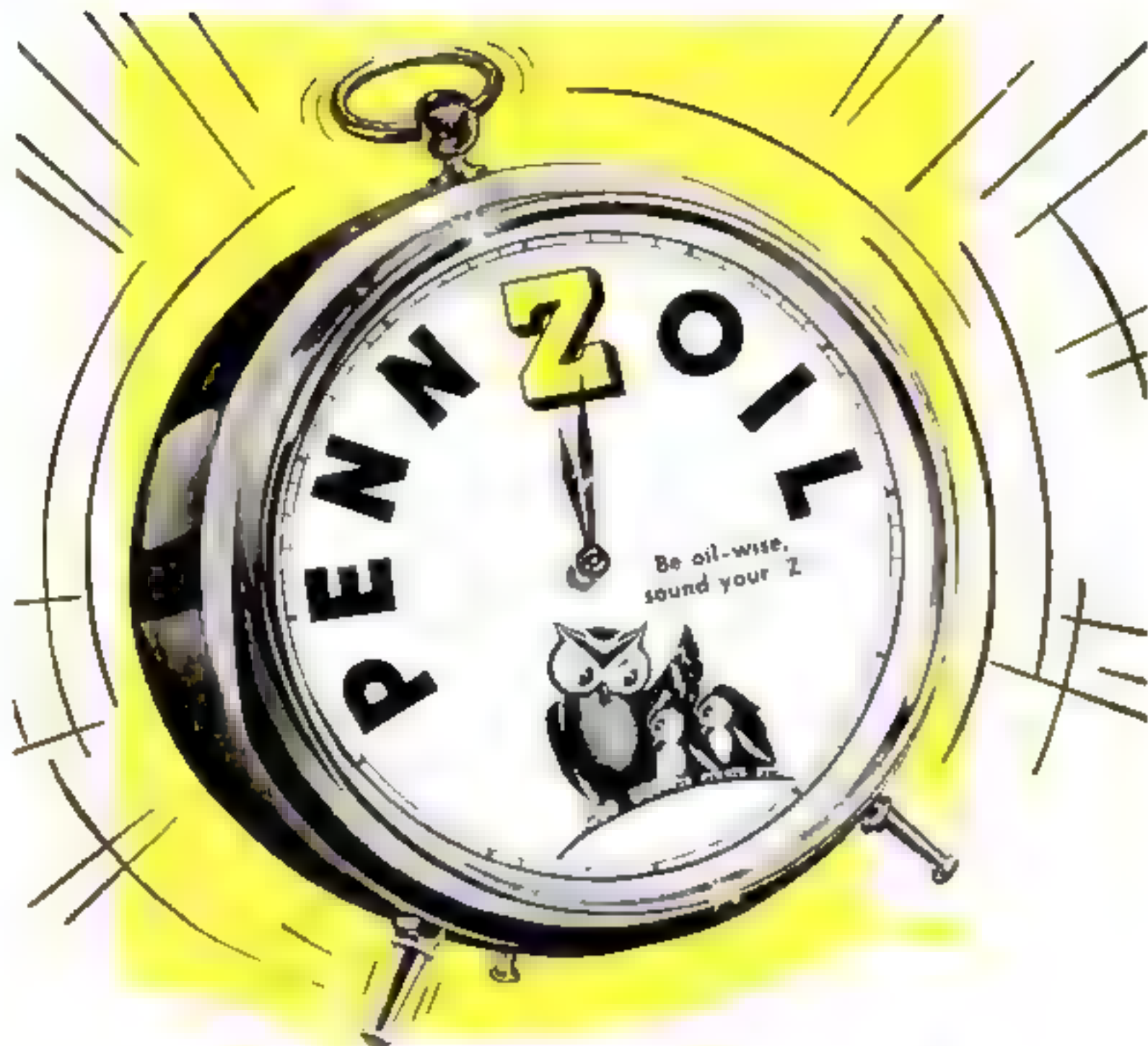


Tap dance, executed by Miss Connie Mohr, who runs children's dancing class in Milford, proved best act technically in show.



Butt meets butt on backstage stairs. Elocutionist Kathryn Keller gives a light to Tap Dancer Connie Mohr between numbers.





# Wakes up Lazy Engines!

Auto engines, like people, get fagged out when poisons spread through their systems.

To fight engine poisons—sludge, varnish, grit and water—oil, the lifeblood of an engine, has to be replaced regularly.

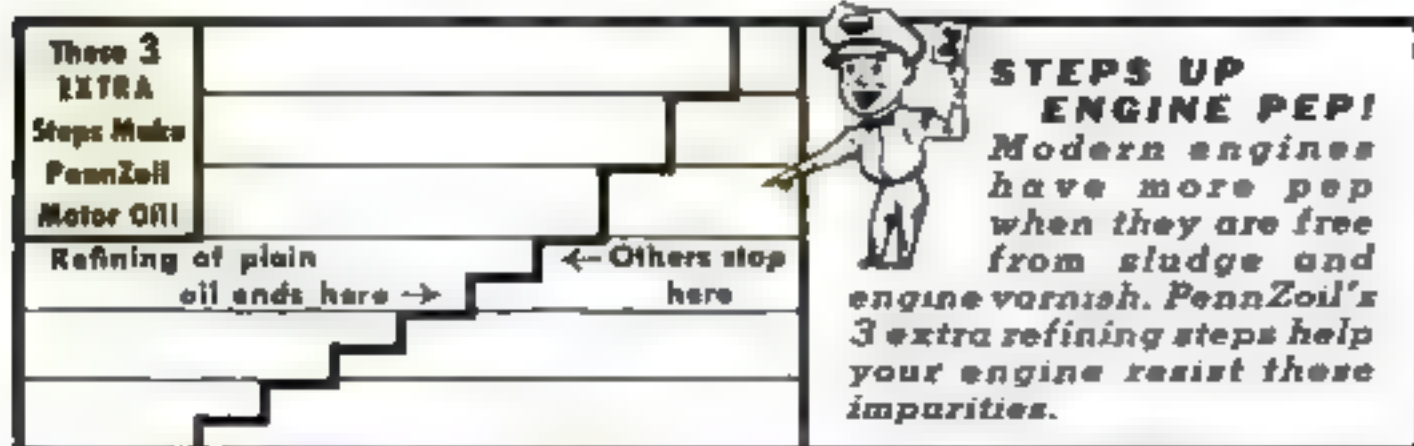
It is important to specify a tough-film, clean-running oil that resists these engine poisons. You'll get it when you ask for PennZoil, and be sure to . . .

## Care For Your Car—Aid National Defense

Your car represents some 184 man-hours of labor, 3,000 to 5,000 pounds of material. You can help conserve such materials and labor by making your car last longer. Use PennZoil and change regularly.



Sound your 'Z' for this top PENN<sup>PA</sup> OIL!



## "Z"man DIRECTORY SERVICE

For the location of your dealer, just call the number listed under Pennzoil in your phone book!

GIVES YOUR ENGINE AN EXTRA MARGIN OF SAFETY

## Women's smoker (continued)



Comic wrestler stuffs herself full of muscles. Note phony bush of pectoral hair.



Grapplers come to grips. Both wear men's winter woolies with sewed-up seats.



Huffing and puffing, they punish the mat. Miss Joan Thornwaste (back to camera) won by tickling in five minutes. Her handsome mustache is attached with chewing gum.



Beating their chests in triumph, both wrestlers pile on the little referee. He was the only man admitted to party. As soon as wrestling ended, the ladies tossed him out.





Poker session rounds out the evening. Players knew there were things called full houses and flushes. But they were a little hazy about them, got pretty mixed up.



Into the night game goes on. Ash trays overflow. Air gets thin. But the ladies stick it out, vowing "If I can't take it, so can't we." There were no stakes so nobody won.



Break dawn breaks over ladies' litter left in hall. Porters agreed they hadn't seen so many lulls since State Firemen's Convention in 1938. But cuspidors were dry.

# "Always First" Interwoven



WASHINGTON EQUESTRIAN STATUE  
UNION SQUARE — NEW YORK CITY



2 pairs  
\$1.99  
and up

"QUALITY"—Interwoven quality is traditional . . . Every yarn tested for strength . . . proven for color . . . checked for service.

"FIT"—Every machine carefully adjusted to knit each sock to proper size.

"STYLE"—Consistent style leaders in color and pattern for years.

"VALUE"—Greater value . . . lower cost . . . through mass production.

## Interwoven

THE GREATEST NAME IN SOCKS

★ REG. U. S. PAT. OFF.

© 1941 Interwoven Sock Company



# That old summer HABIT!



Whatever you do, wherever you do it, there's a Manhattan Sport Shirt to add to your fun in the sun! It takes a leading shirt-maker to design sport shirts with the kind of smartness and comfort you want—and Manhattan has the habit! The best stores in town have Manhattan Sport Shirts in fabrics and colors for all your summer needs—at \$1.65 to \$7.50.

*It's a good habit—summertime and year-round—to choose Manhattan, the shirts that are years ahead!*

**Manhattan**  
SPORT SHIRTS...BY A SHIRT MAKER!

## PICTURES TO THE EDITORS

### NATURE'S QUICK-CHANGE ACT

Sirs:

Every year when spring comes I find myself marveling that our verdantly paneled streets could so recently have been barren and slushy with snow. I decided this March to make a week-by-week pictorial record of the changing

scene. I shot each picture from the same vantage point and with as nearly similar a prop setup as possible. The resulting photographs show graphically how Nature effects a quick-change act in exactly six weeks.

BERNARD M. COHN  
Holla, N. Y.



MARCH 28. NAKED BRANCHES MARK SEASON'S LAST MAJOR SNOWFALL



APRIL 12. COLOR STIRS, BUDS AND LEAVES ARE SHOWING IN TREES



MAY 12. THICK FOLIAGE SPREADS PROTECTIVE SHADE FOR SUMMER HEAT

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*Inferior pencils  
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Around an office they're  
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Change to smooth-writing  
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ing energy by switching to  
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**SAY Goodbye**  
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Easily attached to any curtain! Sub-  
ber suction cup grips bath-tub lightly,  
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On sale at leading 5 & 10¢ stores, hard-  
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KEYSTONE BRASS & RUBBER CO.,  
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**10¢**

for set of 2  
(Ward of Rock  
Mfg. Co.)

## PICTURES TO THE EDITORS

(continued)

### CANINE BARMAID

Sirs:

Most beloved barmaid on Vancouver  
Island, B. C. is Ritz of Winfield's Pub.  
These photos tell why.

T. BEVERLEY KEIM

Los Angeles, Calif.



# THE GROOM



*Kreml keeps his hair looking its natural best*



...and his ushers



*He should use Kreml  
instead of water as  
a dressing.*



*He should use Kreml  
instead of sticky,  
greasy stuff.*



*Too bad,—it's too  
late. Kreml can't  
help him now.*

**F**OR a few cents a day you can keep your hair looking its  
natural best with Kreml the famous tonic-dressing.

How much better than soaking your hair with water that  
washes away natural oils—leaving hair dry and wild and  
impossible to keep combed.

How much better than using thick, sticky, greasy prepara-  
tions that plaster down your hair—giving it a shiny, patent-  
leather sheen.

Kreml also removes ugly dandruff scales, checks excessive  
falling hair and relieves itching scalp—all in the single re-  
freshing operation of massaging your scalp and hair with  
Kreml every morning before using the comb.

Women won't let men monopolize Kreml. It keeps coif-  
fures more manageable, especially after permanents.

Next time you ask for Kreml Hair Tonic at your drugstore  
and barber shop—ask for Kreml Shampoo, too. Made from  
an 80% olive oil base—it leaves your scalp tingling clean,  
your hair with a soft sheen.

# KREML



**REMOVES DANDRUFF SCALES — CHECKS EXCESSIVE FALLING HAIR**  
NOT GREASY — MAKES THE HAIR BEHAVE



# Be Cool as a Penguin

## in \*B.V.D. Featherweights

For the next best thing to your own private iceberg, slip into these new B.V.D. Featherweights. You'll feel better, look better, and altogether be a better man. Your body breathes freely. The breezes circulate in and out. And "the good old Summer-time" is really GOOD.



Shorts of \*Feather Mesh fabric have twenty-five tiny portholes to every square inch. 50¢ in all sizes. V-neck 2-ounce Mesh Shirts 50¢.



\*Q-Cumber Cloth is porous and springy. It stretches with your every movement, keeps you cool as a penguin. Easy to launder because it washes like a handkerchief, *doesn't even need ironing*. Pajamas \$2. Matching Robe \$2.50.



\*Ruggers Shirt in \*Feather Pongee has the rich feel of broadcloth but is much cooler. Wear with or without a tie. Sport Shirts by B.V.D. in cool \*Feather Mesh, \*Q-Cumber Cloth, \*Sheer Comfort Lawn . . . \$1. Others at \$1.65, \$2.00.



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BEST RETAIL TRADE.  
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"Next to myself, I like B.V.D. best"

The B.V.D. Corporation, Empire State Building, New York City. In Canada: The B.V.D. Co., Ltd., Montreal

## PICTURES TO THE EDITORS

(continued)

### MILK KEG KEGLER

Sirs:

An indoor baseball and ten used paper milk containers make a splendid sidewalk bowling outfit. My son, Donald, who is an enthusiastic high-school bowling league member, discovered this combination. The game immediately became a fad

among all the youths of our neighborhood. While I was shooting pictures of one contest, my 6-year-old grandson, Brice Miller, tried some rolls, scored the strike which is shown in these pictures. Strikes are difficult but this one is bona fide.

LLOYD G. MILLER

Chicago, Ill.



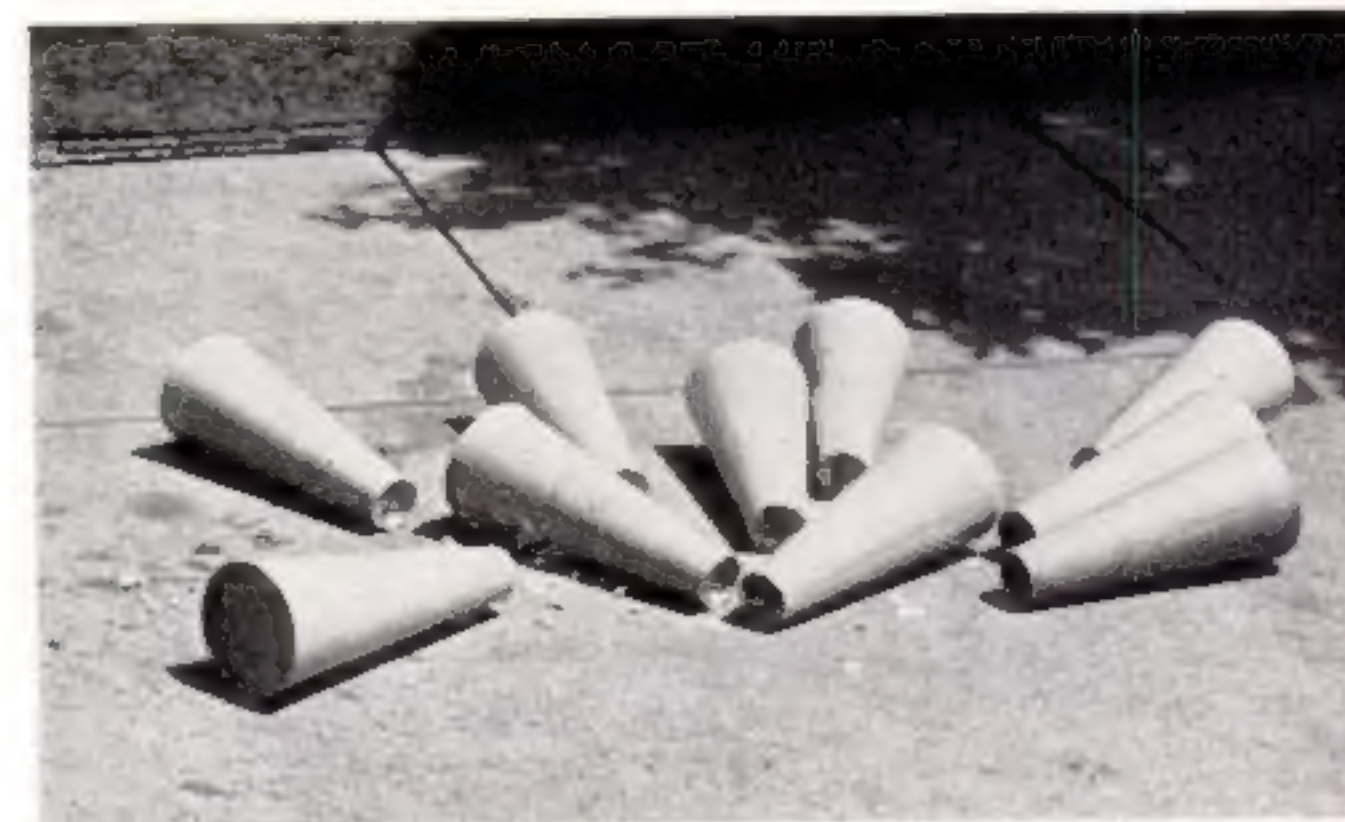
BRICE MILLER SETS NO. 1 "PIN" IN PLACE WITH OTHER CONTAINERS



BRICE LETS GO WITH INDOOR BALL



IT'S STRAIGHT DOWN THE ALLEY



CONTAINERS TOPPLE WHEN HIT. SAND BALLAST HELPS BALANCE THEM



# RUN-IN with a RHINO

1. "Here's a sizzling African adventure story right out of a refrigerator salesman!" writes a correspondent. "Having a bit of slack time in Nairobi, I decided to see a zoo in the rough—to get a close-up peek at how some of these weird Tanganyikan animals look and act in their own back yard. So I lined up a white hunter who mapped out a trip.

2. "About the only luxuries we took along were my razor and some Canadian Club. That whisky soon proved a godsend. It was like this. One day we ran across a sleeping rhinoceros. Fooled by his peaceful look, I went too close. All at once, he was up and after me!

3. "I confess, I was scared—too scared even to run. But I managed, somehow, to uproot my feet and dive behind a tree just as the beast thundered by. Then one of the natives side-tracked him with a spear. I'll never forget how almighty good Canadian Club tasted after that escape. I'm through with zoos in the rough, but this fine old whisky and I have been faster friends than ever, ever since!"



**CHANGE TODAY, AS THOUSANDS HAVE**  
Taste for yourself why more Americans drink  
Canadian Club than any other Imported Whisky

WHY do *twice* as many Americans now drink Canadian Club as did a few years ago? Why have they changed to this rare, imported whisky?

The answer is in Canadian Club's utterly *distinctive* flavor—its all-round agreeable nature—that surprises and delights *all* tastes. Men themselves say Canadian Club is "light as Scotch," "rich as rye," "satisfying as bour-

bon." Yet it has a delicious flavor all its own.

In Scotland, as in U. S. A., Canadian Club is the leading imported whisky. It is a favorite in 87 lands. Discover why, for yourself. Just try this unusual whisky in your usual drink, and taste the pleasing difference. Start to enjoy Canadian Club today! Canadian Club Blended Canadian Whisky. 6 years old. 90.4 proof. Imported by Hiram Walker & Sons Inc., Peoria, Illinois.

IN 87 LANDS  
NO OTHER WHISKY  
TASTES LIKE

*"Canadian  
Club"*



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## THE SMOKE'S THE THING!

The *smoke* of slower-burning Camels  
gives you

# 28% LESS NICOTINE

than the average of the 4 other  
largest-selling brands tested—less than  
any of them.—according to independent  
scientific tests of *the smoke itself!*

MY CIGARETTE HAS  
TO BE MILD.  
I ALWAYS SMOKE  
CAMELS—  
THEY'RE  
**EXTRA MILD**



**It's Ralph Flanagan**—swimmer  
of the world's fastest mile—lighting up that All-  
American mildness favorite, a slow-burning Camel

**T**HERE'S only one Ralph Flanagan — only a limited few who can  
even give him a good race. But, as a smoker, he's no different  
from millions of others when he tells you:

"Camel is the one cigarette that is extra mild—easy on my throat  
—and has a flavor that doesn't wear out its welcome."

Yes, in every walk of life—in the ranks of the Army and Navy,  
too—the brand that clicks is the *flavorful* cigarette that is extra  
mild with *less nicotine in the smoke*. Science confirms this advan-  
tage of less nicotine (*see left, above*), but get Camels and smoke  
out the facts about mildness for yourself. The smoke's the thing!

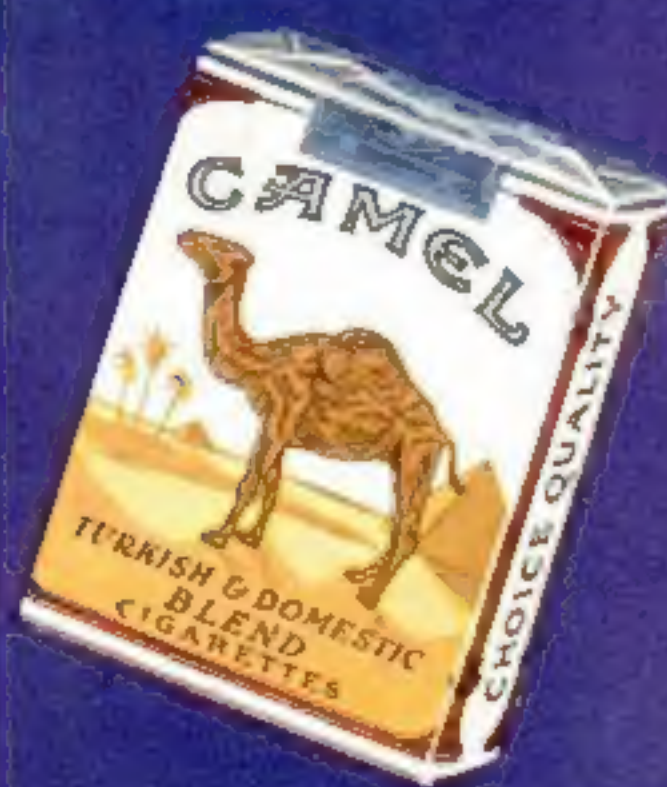
H. J. Reynolds Tobacco Company, Winston-Salem, North Carolina



**HERE** (*closest to camera*) is Ralph Flanagan in action at Palm  
Springs. And they call that stroke a *crawl*! 5 times All-American—  
a mile in 20:42.6—and he still says: "I'd walk a mile for a Camel!"

**BY BURNING 25% SLOWER** than the average of the 4 other  
largest-selling brands tested—*slower than any of them*—Camels also  
give you a smoking *plus equal*, on the average, to

## 5 EXTRA SMOKES PER PACK!



**YOU'VE GOT** the right answer there,  
Ralph Flanagan. Camel's slower way of  
burning means more coolness, naturally.  
More flavor, too, for nothing dulls flavor  
and fragrance like excess heat.

And what a treat to a tired smoking  
taste a cool, flavorful Camel can be...  
how welcome Camel's extra mildness—  
extra freedom from nicotine in the smoke.  
Get Camels. For economy and conve-  
nience, buy Camels by the carton.

# Camel

## THE CIGARETTE OF COSTLIER TOBACCOS